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بيان صحفي News Release



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Sport Communications Experts to Lead Masterclasses at NU-Q

Doha, Qatar – January 27, 2018 – The growth in sport communications will be the topic of a series of masterclasses being offered by Northwestern University in Qatar (NU-Q). Over the course of three weeks in February, three one-day masterclasses will be offered to communications professionals to participate in a specialized program delivered by industry experts in sport media, marketing, and law.

The program – “The Changing Business of Sport and Sport Communications” – begins February 10th with the first masterclass, “Media Old and New, and the Transformation of World Sport”; the second, “Sport Law and Governance – The Rules that Regulate Sport Organizations” will be held on February 17th; and the third, on February 24th.

“A combination of Northwestern’s expertise in the “media and sport” sectors, and the myriad knowledge that our specialized faculty bring, makes this unique program ideal for anyone seeking to gain a better understanding of the role of media, marketing, and legislation, within the context of sport,” said Everette E. Dennis, dean and CEO at NU-Q.

The faculty who will be teaching the masterclasses are media experts who have decades of experience in sport, media, and the law. Mark Conrad, associate professor of law and ethics, and director of the sports business concentration at Fordham University; Candy Lee, professor of journalism and integrated marketing communications at Northwestern University; and Craig LaMay, associate professor in residence in the journalism and strategic communication program at NU-Q.

The program is designed to give young professionals a practical education that involves interactive activities and discussions on sport communications. The first masterclass, “Media Old and New, and the Transformation of World Sport,” will be taught by LaMay, who is also overseeing the full program.

“The program is designed to address three big issues that are particularly relevant to Qatar,” said LaMay. “Media and sport are crucial to the nation’s branding strategy as it positions itself as a hub for international sporting activities; media and law are core to implementing human rights and sporting regulations; and marketing is key to understanding how sports branding, events, and engagement contribute to the success or failure of the sports industry.”

LaMay, a former associate dean at Northwestern’s Medill School of Journalism, Media, Integrated Marketing Communications, is currently on leave from his position as associate professor at the Medill School. He has authored several books on media policy and press freedom, has also published research articles in the *New York Times*, *Wall Street Journal*, *Washington Post*, *Newsweek*, *Federal Communications Law Journal*, *Health Policy*, *Communications and the Law*, and many others.

The second masterclass, “Sport Law and Governance – The Rules that Regulate Sports Organizations,” will be taught by Mark Conrad, a highly regarded specialist in sport business and law.

Conrad specializes in sport law and the business and ethics of sport. An avid sport law blogger and author of *The Business of Sports — Off the Field, In the Office, On the News*, Conrad is widely published in this area and has been quoted in *The New York Times*, *Boston Globe*, and *Chicago Tribune*, and has appeared on CNN and Bloomberg TV.

In addition, Conrad has lectured at leading sport business and law programs, including Columbia University’s sports management program. He is the president of the Alliance for Sport Business and past president of the Sport and Recreation Law Association.

The final masterclass in the series, “Using Sport Marketing to Influence the Growth of Business and Sport,” is being taught by Professor Candy Lee. Lee, is currently developing Northwestern’s sport journalism program. A former winner of the Teacher of the Year award at Northwestern, she co-created Northwestern’s online specialization in content strategy, consisting of several online courses.

Prior to joining Northwestern, Lee was the vice president of marketing at *The Washington Post*. During her time with the *Post*, Lee developed “Post MasterClass,” a series of innovative online courses with newsroom experts. Lee also teaches graduate students in the Masters of Product Design and Development Management Program at the Segal Design Institute.

February's masterclasses will be offered to individuals with undergraduate degrees and a minimum of two to three years of professional experience. An NU-Q certificate in Sport Communications will be awarded for completion of all three masterclasses.

The program will take place over three consecutive weekends in February. For more information and to register, visit <http://www.qatar.northwestern.edu/education/executive>

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About Northwestern University in Qatar

Northwestern University in Qatar draws from its parent organization, [Northwestern University](#) (Evanston, Illinois), a distinguished history, famous programs and an exceptional faculty. Founded in partnership with Qatar Foundation, NU-Q provides a framework through which students explore the world and, ultimately, shape its future through its distinguished schools of [communication, journalism and strategic communication](#), and [liberal arts](#).