

Sports production students see a new side of the field

AUBURN, Ala.--- Inside the dim production studio, the glow of computer monitors warms the room as flashes of color dodge across the screen. Auburn sports production students film, produce, and shoot various content for the Auburn Tigers, giving the fans at home entertainment and Auburn students a hands-on competitive edge in one of the most lucrative industries yet.

As a whole, the sports production industry serves as one of the most competitive and lucrative industries, attracting a vast pool of professionals. Still, the field stands among the least diverse, consisting primarily of white males. The North American sports industry can expect to expand into a \$614.1 billion industry which explains the flock of professionals fighting for a career in sports production, highlighted in a [Business Wire](#) study.



Auburn Students edit video content in the studio.

Professor Andrew Young uses his experience to guide students into a flourishing career while they learn in the safeguard of Auburn University's program. The SEC Network and War Eagle productions now work together to bring Auburn football to fans at home. Young helps students develop skills that will prepare them for a competitive workplace.

"You go out into the professional world, and those mistakes will get you fired immediately," said Professor Andrew Young, who founded War Eagle productions at Auburn University.

Sports production can be defined as "the planning, set-up, directing, announcing, and editing involved with producing an event," according to [The Science Direct](#). A mass array of equipment fills the studio enabling the Auburn students to film, shoot, and produce our sports team's games.

Auburn University has a plethora of competitive varsity athletic teams on campus. Professor Young's students take part in capturing these special moments. Students now experience the privilege of producing, filming, and editing content for teams which does not exist at all schools, propelling them ahead of the competition in the field.

Hands-on learning gives students a competitive edge. They can train up their skills and compete for a place in the industry in a way that sets them apart from the competition. The students in the program work to complete around 350 live events per year. Students can combine creative passions with advanced video production, giving them experiences that set them apart from other students trying to break into the field.

Historically the industry has been challenging to break into and lacks diversity. Auburn University allows students to be competitive and diversify the field. In terms of race and gender, Auburn University aims to take a stand in diversifying the field by promoting diversity, equity, and inclusion within the program, according to [Auburn University's Newsroom](#).

“That's been a big focus, at least always on my end, is bringing women into the business because it was such a male-dominated field,” said Professor Andrew Young.

Auburn University was the first school in the Southeastern Conference to create a sports production major in partnership with the SEC network. Since the birth of the program housed in the School of Communication and Journalism, ten students are currently enrolled. The demographics show eight male and two female students in the program.

The sports production field has historically been male-dominated. Industry demographics show a 86% male and 14% female breakdown, according to [Zippa](#). This statistic demonstrates a similar trend in the Auburn University students enrolled in the program. Nevertheless, Professor Young expressed his desire to see women enter the field.

“Not only is it huge to be on that crew, but it's really hard to break into the business,” said Professor Andrew Young. “What I teach was so set in its ways for so long; individuals would be in their spots thirty, forty years, and they would never leave, so it is great to see not only our student's breakthrough but also women.”

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