

POINT PARK UNIVERSITY

For Immediate Release

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Free workshop from Point Park University designed to help high school athletic programs

PITTSBURGH, PA – Point Park University is offering a free sports communication workshop for high school athletic directors, coaches, communications teachers and students. The all-day event will be held Tuesday, Aug. 16, at Point Park, and attendees will have the opportunity to attend the Pirates-Red Sox game that evening at PNC Park.

The workshop will be available both in-person and online. Bernie Ankney, dean of the School of Communication, said the workshop is designed to help high schools improve skills in the areas of sports communication, sponsorships, ticket sales, and name, image and likeness efforts.

“We designed this workshop to help every high school athletic program in Pennsylvania,” Ankney said. “These skills are critical for high school athletic programs and they often don’t have access to affordable learning opportunities.”

Topics featured include:

- **Play-by-play tips for high schools sports**, led by Greg Brown, voice of the Pittsburgh Pirates
- **Upping your game with broadcast video**, led by Kevin Taylor, associate director of Athletics and director of Athletic Communications at Point Park, and Thom Baggerman, professor and chair of the School of Communication
- **Upping your game with photography**, led by John Beale, former Pittsburgh Post-Gazette photographer
- **Running high school sports social media accounts**, led by Kaitlyn Kaufhold of the Pittsburgh Pirates.
- **Revenue generation through sponsorship and ticket sales**, led by Steve Tanzilli, dean of the Rowland School of Business, and Robert Derda, director of the Sports, Arts and Entertainment Management Program (SAEM)
- **Managing name, image and likeness for student-athletes**, led by Chuck Berry, part-time SAEM professor, and owner and attorney, Charles Berry Consulting

- **Partnering with Point Park University**, led by Keith Paylo, vice president of Student Affairs; John Ashaolu, director of Athletics; and Darlene Marnich, dean of the School of Education; along with Ankney and Tanzilli.

Taylor said the world of athletics has seen constant change over the last several decades.

“Things you would only see at the highest levels of NCAA Division I programs are now commonplace across all levels of college athletics,” he said. “More recently, those same things have made their way to the high school level. This workshop covers those critical areas.”

Those interested in attending the workshop can sign up [here](#).

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Point Park University, immersed in the heart of Downtown Pittsburgh, focuses on student success through innovative experiential learning opportunities. Point Park enrolls nearly 4,000 students in over 100 undergraduate, master’s and doctoral programs offered through its Conservatory of Performing Arts, Rowland School of Business, and schools of Arts and Sciences, Communication, and Education. The University’s alumni and students represent all 50 states and 34 countries around the world. Visit PointPark.edu to learn more.