

## **DENNIS DENINGER**

**Falk College Department of Sport Management**  
**Professor of Practice**  
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### Synopsis

Dennis Deninger is a three-time Emmy-award winner who spent 25 years at ESPN leading production teams in studio, remote events, and digital video. He joined the faculty of the David B. Falk College in 2013, and was honored as faculty member of the year for teaching excellence in 2014.

He has written and directed sports documentaries working with his students as researchers.

*America's First Sport*, the story of lacrosse on this continent aired nationwide on the ESPN networks, and his film about adaptive sports, *Changing Sports, Changing Lives*, has aired on select PBS stations. *Agent of Change: David Falk* aired as an ESPN Films presentation in 2016, and he produced and directed *Orange Immortals: Floyd Little* in 2017.

Deninger is the author of the book, *Sports on Television: The How and Why Behind What You See*, published by Routledge in 2012. He was the founding director of the sports communications graduate program at the Newhouse School for Public Communications in 2011.

Dennis Deninger won Emmy Awards for innovation in sports television, production on digital platforms, and educational television. He developed for American television the digital instant review technology called "*Shot Spot*" which is now in use at all major tennis tournaments.

He launched ESPN's coverage of Wimbledon and the French Open, plus was the executive in charge of production for *World Cup 1994*, a dozen Australian Opens, *Friday Night Fights*, Triple Crown horse racing, PBA bowling and a multitude of other live events.

Deninger joined ESPN in October 1982 as the first Coordinating Producer for *SportsCenter*. During the course of his career at ESPN, Dennis Deninger launched more than a dozen new televised series and events including *Major League Soccer*, the *National Spelling Bee* and *Scholastic Sports America*. He also created the most successful daily sports video series in the history of the internet, *SportsCenter Right Now*.

Additionally, he has done consulting work for China Central Television and coaches professional sports reporters and talent. His analysis has been quoted in national publications such as *The Wall Street Journal*, the *Los Angeles Times*, the *Associated Press*, *Reuters*, *ABC News online*, the *International Business Times*, and on the *NFL Network*.

### Professional Experience

**Syracuse University David B. Falk College of Sport and Human Dynamics**  
**Professor of Practice August 2012-**

- Instructor in the fall and spring semesters for Sport Communications SPM 325. This three-credit course comprehensively develops a student's knowledge of the ways in which sport is communicated and to examine the communications functions of and the tools used by sports organizations as well as by those individuals and groups whose business is

sport or are connected to sport. It explores various media, the nature of the interaction between sports organizations and the media, and discusses how the media has changed and continues to change sports communications. Areas of study include sports marketing, branding, advertising, sponsorship, promotion, public and community relations.

- Co-creator and instructor for *The Super Bowl and Society* SPM 199. This innovative course taught for the first time in the spring of 2011, examines the impact of the Super Bowl on American society and culture, national, regional and host city economies, entertainment and the media. Research to prepare for this course included the events that led to the creation of the Super Bowl and the forces that have affected its development into an annual American celebration that transcends sport. Also covered in the lectures are the nature of the interaction between the NFL and government, broadcast and media partners, the press, sponsors, advertisers and community organizations.
- Co-creator and instructor for the Falk College Sport in American Society course and research project. This course which began in the fall of 2012, is designed to engage students of the David B. Falk College in the study of how sport has impacted American society and how it plays a role in our culture as a whole as well as among diverse segments of the population. Each year a single topic will be researched, studied and chronicled on video to produce a lasting archive of scholarly work that will help the Falk College and Syracuse University generate invaluable media exposure.

Students enrolled in the three-credit research course gain historical perspective on the role of sport in American Society going back to the early 19<sup>th</sup> century. They are taught research and interviewing techniques, then receive assignments to do original research and interviews, study history using as many primary sources as possible to dig deeply into multiple aspects of the selected topic.

- Serving on departmental communications committee working on enhancing and broadening the profile of the Syracuse University sport management program and faculty.

**Syracuse University Syracuse, NY 2011-13**  
**Founding Director, Newhouse Sports Communications Emphasis Masters Program**

Piloting this innovative new program for graduate students in the Newhouse School's Broadcast and Digital Journalism and Magazine, Newspaper and Online Journalism departments. Responsibilities include course creation and management, instruction, student advising, development of internship opportunities and coordination with Newhouse department chairs and faculty. The program will expand in 2013 to include masters candidates in the Television, Radio and Film sequence.

- Developed "Multi-platform Sports Writing" and "Video Sports Production" courses. These three-credit courses strengthen the sports communications offering for graduate and under-graduate Newhouse students whose focus is on sports reporting.
- Created "Contemporary Issues in Sports Media" and "Sports Media Entrepreneurship" courses. These one-credit seminars are an introduction to the issues that currently face journalists and the media companies that dominate the sports landscape in the United States, and to the business opportunities that new landscape presents. The goal is to

make students aware of how the sports media work and the challenges being faced from economic, cultural, and political forces, as well as from emerging technologies.

- Co-organizer of Newhouse symposium *"The NFL: 1<sup>st</sup> and the Next 10"*  
In October of 2011, working with Newhouse alum and ESPN commentator Mike Tirico, assistant dean Hub Brown and director of development Lynn Vanderhoek, we presented a full day of discussion about the challenges and opportunities facing the NFL in the ten years of its new collective bargaining agreement with players. We brought together league and team representatives, leaders from the media, corporate sponsors and academic research and filled the Hergenhan auditorium with students who now have a new perspective on America's number one television sport.

**Syracuse University David B. Falk College of Sport and Human Dynamics  
Adjunct Professor 2010-2012**

- Taught Sports Communications each semester. Began teaching Super Bowl and Society course in Spring 2011 semester.
- Liaison to the Newhouse School faculty and students.

**Syracuse University S. I. Newhouse School of Public Communications  
Adjunct Professor 2000-2012**

- Created TRF 510 Live Sports Production Workshop in the spring of 2000. This one-credit week-long course examines the nature of live sports event programs using a live telecast from the Carrier Dome as a centerpiece for the discussion of the processes, personnel, resources, and information required to produce sport television. I have taught this course every spring since 2000.
- Created TRF 530 Sports on Television in the fall of 2008. This is a graduate level course offered campus-wide that addresses the history, programming, evolution of production and commentary, international aspects, economic and political forces, and the cultural and social impact of televised sport. Taught this course each fall semester since 2008.
- Instructor/ Producer BDJ 530 Specialized Reporting: Sports Reporting.  
Taught this three-credit elective in Spring 2012 semester focusing on the skills and understanding required to be a successful sports reporter in video media, including television and the internet. Students are responsible for 10 on-air projects that will be produced in Newhouse studios or in the field. Performance coaching is paramount as we help students improve their on-camera performance and build their video resume compilations.

**DeningerMedia Cheshire, CT 2008-  
President and Executive Producer**

Leader of this independent production and consulting firm providing original content and services to television professionals, networks, internet sites, and organizations.

TV talent coaching and analyst development. Political campaign spot production and marketing services.

- Consulting on production and talent development for CCTV, China Central Television in Beijing.
- Wrote, produced and directed *"Parenting Your Student Athlete"* Nationally distributed instructional video addressing the issues of parental responsibilities and communication with athletes, coaches and athletic directors at the high school level. Project was sponsored by the Connecticut Athletic Directors Association.

**ESPN Inc. Bristol, CT 2005- 2008**  
**Senior Coordinating Editor**

Head of production for ESPN's New Media platforms including ESPN.com, ESPN360 (now ESPN3) and Mobile Publishing. Integrated the editorial and story-telling content of ESPN.com to produce compelling original and repurposed video content. Led and helped train team members in editorial decision-making and production concepts, and hired/coached talent making the transition from ESPN.com to video.

- Created two of the most successful sports series in the history of the internet, *SportsCenter Right Now* and *Countdown Daily*.
- Coordinated all digital production with every ESPN network entity, programming managers for all sports covered by ESPN, plus ESPNdeportes, ESPNU, ESPN Regional Television, and independent contractors to create content for all New Media platforms.

**ESPN Inc. Bristol, CT 1991-2005**  
**Coordinating Producer for Remote Production**

Designed, developed and executed the entire television production of live sporting events including Wimbledon, French Open and Australian Open tennis, World Cup Soccer, Triple Crown horse racing, ESPN's first Pay per View boxing, PBA bowling, and award-winning educational initiatives on ESPN, ESPN2 and ESPN International. Hired and directed producers, directors, talent and independent production companies; prepared multi-million dollar budgets and production plans for each sport.

- Launched more than a dozen new television series and events including the *National Spelling Bee*, *Major League Soccer*, and *Racing to the Kentucky Derby*. Developed new talent in each sport area such as Patrick McEnroe and Mary Joe Fernandez in tennis.
- Coordinated product synergy across the ESPN.com, ESPNRadio, ESPN Classic, ESPN The Magazine, and ESPNNews platforms.
- Executive producer for live events in Europe, Russia, Australia, Japan and Africa.
- Developed for American television the instant review technology called *"Shot Spot"* now in use at virtually all major tennis tournaments.
- As Coordinating Producer for World Cup '94, responsible for all coverage on ABC and ESPN, and created the first continuously displayed sponsored score-box for live sports which has become a staple of American television.

**ESPN Inc. Bristol, CT 1986-91**  
**Creator/ Producer *"Scholastic Sports America"***

*"Scholastic Sports America"* was the only national network series featuring high school athletes who in many cases became nationally recognized stars such as Emmitt Smith, Monica Seles, Alonzo Mourning, Tiger Woods, and Lance Armstrong. The series development process required creative, marketing, promotion, finance, scheduling, plus talent/ personnel coaching skills

- Discovered and hired Chris Fowler as the show's first host.

- Series was an ESPN staple for fifteen consecutive seasons.

**ESPN Inc. Bristol, CT 1982-86**  
**Coordinating Producer and Assignment Manager “SportsCenter”**

One of ESPN's original four Coordinating Producers. Took over the day to day leadership of a staff of 65 and began the process of transforming “SportsCenter” from a “yesterday's sports news today” service into America's favorite source for sports news, highlights and information.

- Executive producer of three daily one-hour live programs, training leader for new staff and talent as well as manager of the news gathering apparatus.
- Oversaw the creation of new programming including documentaries, weekly series and sponsored features.
- Led the “SportsCenter” news gathering operation in 1985-86 directing coverage of events and breaking news.

**WSVN TV Miami, FL 1978-62**  
**Executive Producer**

Hands-on, day to day manager of a news staff of 85 for this major network affiliate with newsrooms in Miami and Ft. Lauderdale in one of the nation's largest ADI's. We produced four newscasts daily and did extended coverage of hurricanes, the Liberty City riots, and other breaking stories of local and national interest.

**WTNH TV New Haven, CT 1977-78**  
**News Producer**

Produced weekday 6 PM newscasts at this ABC affiliate.

**WIXT (now WSYR) TV Syracuse, NY 1975-77**  
**News Producer**

Produced weekday 6 and 11 PM newscasts. Also served as on-air news reporter.

**Awards**

Falk College Excellence in Teaching Award 2014  
 NATAS Emmy Award- New media series 2007  
 NATAS Emmy Award- Children's educational series 2006  
 NATAS Emmy Award- Innovation in Sports Television 2003  
 Parents Choice Award for excellence in Children's Programming (three)  
 Telly Awards for broadcast excellence (three)  
 Women's Sports Foundation Journalism Awards (two)  
 The Extra Mile Award from The Athletic Institute

**Books**

*Sports on Television: The How and Why Behind What You See*, by Dennis Deninger  
 Routledge Taylor and Francis publishers 2012

**Guest Lecturer**

Beijing Sports University Summer 2014

"The Sports Product: Building Fan Connections" and "Sports Story-telling"

Case Western Reserve University September 2012, 13

"Sports on Television Contemporary Issues"

Brigham Young University February 2010

"How ESPN Changed Sports Broadcasting and What Lies Ahead in the Age of HD and Digital Media."

Quinnipiac University Spring 2010

"Sports on Television"

Manchester (CT) Community College Spring 2010

"Sports on Television"

### **Education**

B.A., Syracuse University Newhouse School of Public Communication

Honors program, Dean's List

Winner of the Rensselaer Medal for Math and Science

National Merit Commended Scholar

### **Community Service**

Cheshire Education Foundation, Board of Directors 2008-

Cheshire, CT Board of Education

Served a four year term 1993-97 in this elective office

Special Olympics of Western New York & Hornell Knights of Columbus

Emcee of annual Hornell "Sports Night" banquet honoring Special Olympians and local athletes and coaches of the year.

PTA President at Dodd Middle School

Cub Scouts volunteer

American Cancer Society volunteer