



# THE CONCUSSION LEGACY FOUNDATION MEDIA PROJECT

SIX YEARS OF SUCCESS

# CLF MEDIA PROJECT REPORT

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# FIRST OF ITS KIND

The CLF Media Project is the first and only concussion reporting curriculum designed specifically for sports media professionals and sports journalism students. By formally training broadcasters to accurately report on concussions, the program aims to eliminate inappropriate language like “bell rung” and instead helps sports media members educate hard-to-reach coaches, parents, and athletes through their reporting.



The Concussion Reporting Workshop is now taught at **36 leading college journalism programs**, and **over 180 broadcasters** have completed the Concussion Reporting Certification.



## The Concussion Reporting Workshop

- Workshop U: Taught at colleges and universities to equip the next generation of journalists.
- Workshop PRO: offered to sports media organizations to train their reporters and staff.



## The Concussion Reporting Certification

- A quiz incorporating curriculum lessons that provides continuing education for working journalists.



## Pilot Schools

Northwestern



BOSTON  
UNIVERSITY



# +2,241 STUDENTS HAVE COMPLETED THE WORKSHOP



**BOB COSTAS**  
HALL OF FAME SPORTSCASTER  
FOUNDING FELLOW



**J.A. ADANDE**  
NORTHWESTERN UNIVERSITY  
FOUNDING FELLOW



**OLIVIA STOMSKI**  
SYRACUSE UNIVERSITY  
FOUNDING FELLOW



**ANDREA KREMER**  
BOSTON UNIVERSITY  
FOUNDING FELLOW



## I ALWAYS SAY TO MY STUDENTS, 'WORDS MATTER'

They have power, and they have meaning. The idea underlying the project is that we football fans are in a giant classroom learning about the effects of concussions. TV announcers can be our teachers. But, first, somebody has to teach them.

**ANDREA KREMER**  
HALL OF FAME JOURNALIST  
BOSTON UNIVERSITY LECTURER

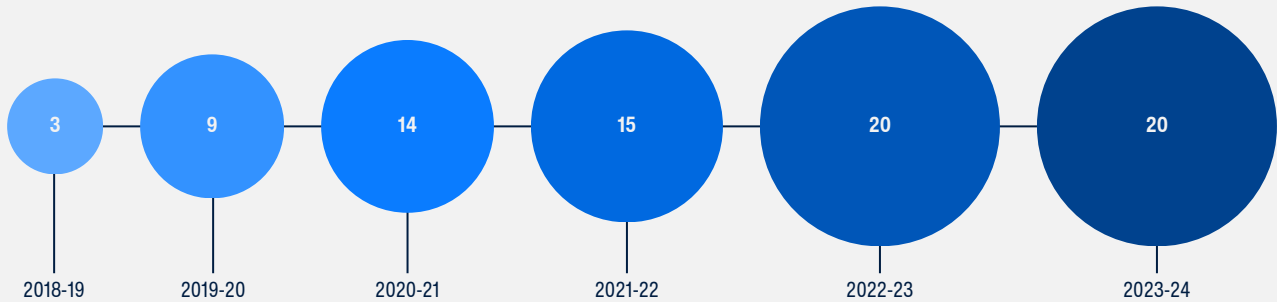
THE CLF MEDIA PROJECT

# 6 YEARS OF GROWTH

Over 2,241 students have taken the course since it's inception.



81 presentations have been given at universities around the world.



36 schools currently partner with CLF to host Workshop U



Average pre-course knowledge compared to post-course knowledge in the 2020-21 school year.

2020-21 Pre-Course Knowledge



2020-21 Post-Course Knowledge



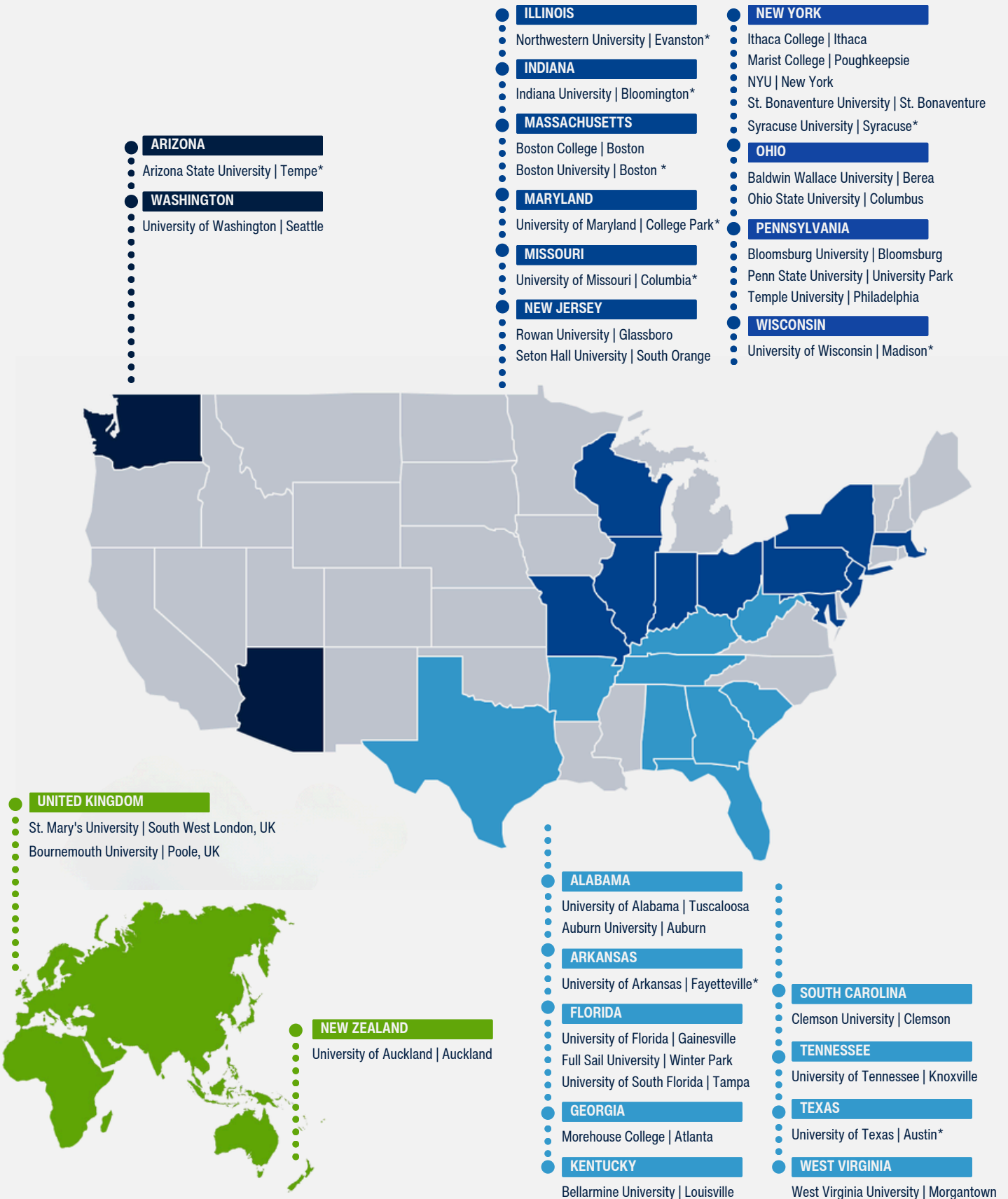
# 51% improvement

from pre to post-test, for all students

# THE CLF MEDIA PROJECT: WORKSHOP U

## 6 YEARS OF GROWTH

The Workshop U launched at just three pilot schools in the United States, and in just six years has expanded all across the country, from Washington to Florida and in between. Not only has it reached nearly every region in the country, but the curriculum has now been taught overseas in both the United Kingdom and New Zealand.

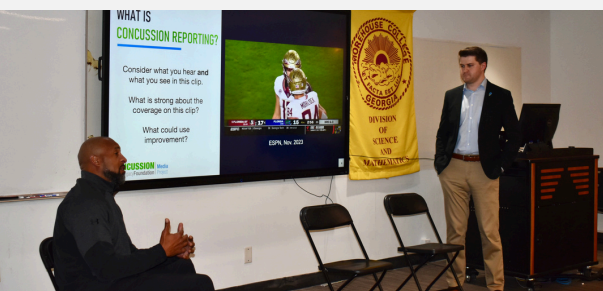


\*denotes a top journalism school

## THE CLF MEDIA PROJECT: WORKSHOP U

# MOREHOUSE COLLEGE WITH DORSEY LEVENS

CLF communications manager Dan Molloy presented the Concussion Reporting Workshop U at Morehouse College in Atlanta to educate aspiring sports journalists about the importance of accurate concussion reporting. He was joined by former NFL running back Dorsey Levens. The former Green Bay Packers Super Bowl champion was able to provide the students with a unique view into concussion culture in the NFL. Morehouse College became the first HBCU to host the CLF Media Project in February 2024.



The Irv Cross Fellowship is named after the late Irv Cross, a former NFL player who was the first Black sportscaster on national television. Cross pledged to donate his brain to CLF before his death in early 2021. He was later diagnosed with stage 4 CTE. The Fellowship awards a member of the National Association of Black Journalists (NABJ) under 30 \$2,500 to help support their continued development as a young media professional.



## THE CLF MEDIA PROJECT

## WORKSHOP PRO

The CLF Media Project Workshop PRO is a custom version of the Concussion Reporting Workshop developed specifically for sports media organizations.

 **2022 MLB**

In 2022, Major League Baseball (MLB) became the first professional sports league in the world to host the Workshop PRO for their broadcast partners. CLF presented to a group of radio and television play-by-play and color commentators from all 30 MLB teams, including prominent baseball broadcast voices Brian Anderson, Jason Benetti, Orel Hershiser, and Jon “Boog” Sciambi.

 **2022 TSN**

In 2022, Canada’s TSN hosted Workshop PRO for their football broadcast team. TSN hosted the Workshop for their on-air and production teams that cover the NFL and CFL. TSN is the second sports media organization in the world and the first Canadian media organization to offer the Workshop PRO.


**2024 New Zealand**

In August 2024, Workshop Pro expanded to New Zealand! The Workshop lessons and collateral were shared at TVNZ and the New Zealand Herald.

 **2022 BT SPORT**

In 2022, BT Sport became the first sports media outlet in the world to offer to host the Workshop PRO. CLF presented two Workshop sessions, one for cricket and boxing staff and another for football and rugby personnel. BT Sport producers, reporters, and anchors attended and had the opportunity to ask CLF co-founders Dr. Robert Cantu and Dr. Chris Nowinski questions.


**2023 Community Shield Event**

In 2023, The CLF Media Project was featured on one of the biggest stages in sports! Ahead of the Community Shield match, the annual kick-off for the English football season, broadcasters for the game between Manchester City and Arsenal took part in a Workshop PRO inside Wembley Stadium. CLF UK Executive Director Nathan Howarth shared the basics of concussion and best practices for reporting on brain injuries.

## PRO SPOTLIGHT

## SAM MATTERFACE



Arsenal-Man City matchup required a 4-minute injury stoppage after a head-to-head collision in the final minutes. Fresh off the CLF training session that morning, ITV broadcaster Sam Matterface

spent more than 2 minutes educating viewers about concussion protocols the risks of playing through a concussion, the potential for delayed onset of symptoms, and how repeatedly heading the ball could cause CTE.



## THE CLF MEDIA PROJECT:

# HALL OF FAME FELLOWS

Since 2018, 180 working journalists have taken the Concussion Reporting Certification, our continuing education quiz to keep their concussion reporting knowledge fresh. Once they pass the quiz, they become a fellow of the program. We are proud of all of our fellows and are honored to have many award-winning journalists dedicated to accurate concussion reporting.



**ANDREA KREMER**

PRO FOOTBALL HALL OF FAME



**ANDREW BRANDT**

SPORTS ILLUSTRATED (PRINT)



**A. SHERROD BLAKELY**

BLEACHER REPORT - NBA (TV)



**BOB COSTAS**

NATIONAL BASEBALL HALL OF FAME



**BOB LEY**

SPORTS BROADCASTING HALL OF FAME



**BOB MCKENZIE**

TSN - HOCKEY (TV)  
WHITBY SPORTS HALL OF FAME



**GREG BISHOP**

SPORTS ILLUSTRATED (PRINT)



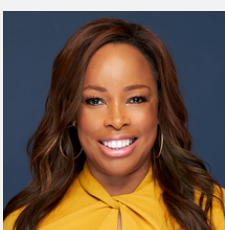
**J.A. ADANDE**

NAISMITH MEMORIAL BASKETBALL HALL OF FAME



**LESLEY VISSER**

SPORTS BROADCASTING HALL OF FAME



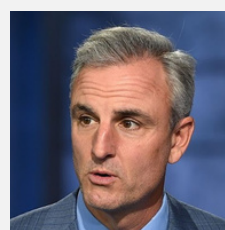
**PAM OLIVER**

FOX SPORTS - NFL (TV)



**RICHARD DEITSCH**

THE ATHLETIC (PRINT)



**TREY WINGO**

HALF-FORGOTTEN HISTORY (PODCAST)

A concussion is a type of traumatic brain injury that can change the way a person thinks, feels, and behaves. Concussions can be caused by direct hits to the head or by whiplash to the body.

**Continuing to play after a concussion increases the risk for a longer recovery, Post-Concussion Syndrome, and Second-Impact Syndrome**, a rare but potentially fatal condition in which an individual experiences a second concussion before recovering from the first concussion.

## Concussion signs & symptoms

After a head impact, athletes may show visible signs of a potential concussion you can report on, including:



After a concussion, an athlete may experience **symptoms**, including but not limited to:

Physical Symptoms	Cognitive Symptoms	Emotional Symptoms	Sleep Symptoms
Blurry/double vision	Attention issues	Anxiety	Sleeping less than usual
Headaches	Grogginess	Depression	Sleeping more than usual
Nausea	Memory issues	Irritability	Trouble falling asleep
Sensitivity to light/noise	Trouble thinking clearly	Increased emotionality	

Unlike signs, you should only report an athlete's symptoms if they have been disclosed publicly.

## Concussion protocols

There are two different types of concussion protocols: in-game protocols and return-to-play protocols. **In-game protocols evaluate if an athlete has a concussion or not, whereas return-to-play protocols determine if athletes with diagnosed concussions are safe to return to competition.**

In-game protocols vary by sport and by league, but they all follow the same, general process:



Most return-to-play protocols follow the same general process where the athlete must report no symptoms after 24 hours at each of the following stages before progressing to the next stage:

No physical activity	Light aerobic activity	Increased aerobic activity	Full team activity	Cleared to play
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### THE CLF MEDIA PROJECT:

## ONGOING SUPPORT

As a way to continue to support our fellows during their professional day to day, we created the Concussion Reporting Cheat Sheet in 2022. Drafted to mimic a call sheet, the cheat sheet provides an all-in-one resource for any play-by-play announcer or color commentator to reference concussion reporting guidelines. We've sent the resource to all of our fellows and love to hear that they use it regularly. Andrea Kremer even taped it up in the Thursday Night Football booth!

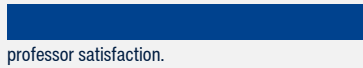
SURVEY SAYS...

# THE CLF MEDIA PROJECT PROGRAM EVALUATION

## 2020-2021 PROFESSOR SURVEY RESULTS

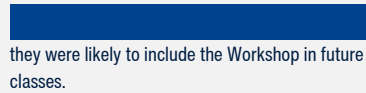
Feedback from partner professors in the 2020-21 academic year was overwhelmingly positive.

100%



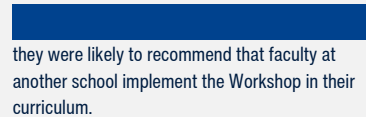
professor satisfaction.

100%



they were likely to include the Workshop in future classes.

100%



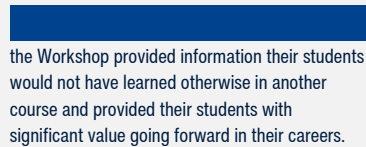
they were likely to recommend that faculty at another school implement the Workshop in their curriculum.

100%



thought Presenter Brandon Boyd was thoroughly informed on the topic and was an engaging presenter.

100%



the Workshop provided information their students would not have learned otherwise in another course and provided their students with significant value going forward in their careers.

As we continue to expand the CLF Media Project to other schools, media outlets, and professional sports leagues, we continue to receive overwhelmingly positive feedback.

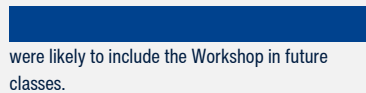
## 2023-2024 PRO SURVEY RESULTS

100%



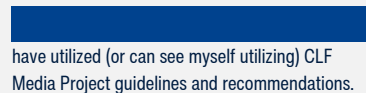
find the subject matter of CLF's Concussion Reporting Certification useful and relevant to sports media professionals.

100%



were likely to include the Workshop in future classes.

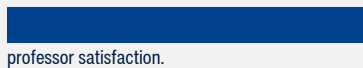
100%



have utilized (or can see myself utilizing) CLF Media Project guidelines and recommendations.

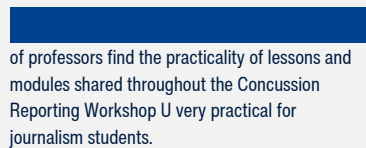
## 2023-2024 PROFESSOR SURVEY RESULTS

100%



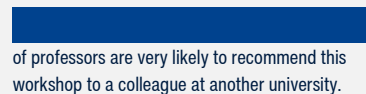
professor satisfaction.

100%



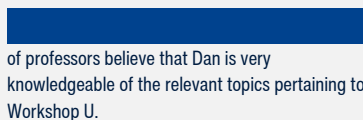
of professors find the practicality of lessons and modules shared throughout the Concussion Reporting Workshop U very practical for journalism students.

100%



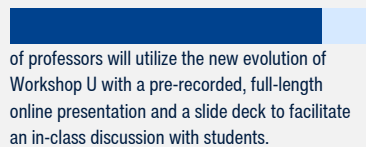
of professors are very likely to recommend this workshop to a colleague at another university.

100%



of professors believe that Dan is very knowledgeable of the relevant topics pertaining to Workshop U.

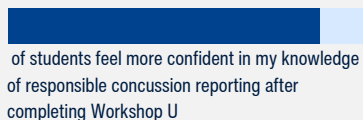
86%



of professors will utilize the new evolution of Workshop U with a pre-recorded, full-length online presentation and a slide deck to facilitate an in-class discussion with students.

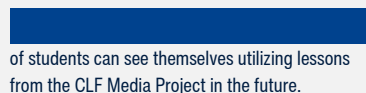
## 2023-2024 STUDENT SURVEY RESULTS

86%



of students feel more confident in my knowledge of responsible concussion reporting after completing Workshop U

100%



of students can see themselves utilizing lessons from the CLF Media Project in the future.

86%



of students believe that Dan is very knowledgeable of the relevant topics pertaining to Workshop U.

## WORKSHOP U EFFICACY

# UNIVERSITY OF ALABAMA RESEARCH STUDY

In 2024, a peer-reviewed study evaluating the efficacy of the CLF Media Project Workshop U was published in *Journalism & Mass Communication Educator*, marking the first peer-reviewed study on this program.

In this study, an educator from the Concussion Legacy Foundation hosted CLF's Workshop U with introductory journalism students at the University of Alabama. Students completed concussion-related exams before and after training. Testing involved multiple choice questions that assessed the student's existing concussion knowledge. The results indicated that students performed better on an exam about sport-related concussions after completing the workshop. They also performed better than students who were not trained. These results provide evidence of the program's effectiveness in strengthening journalism students' understanding and knowledge concerning concussions.

The workshops help student journalists understand the importance of media-based conversations about concussions. The training equips journalists to challenge sources who trivialize concussion with comments related to strength and dedication.

CLF MEDIA PROJECT

## WHERE WE'RE HEADED

From September 2024 on, Concussion Reporting Workshop U will be a fully virtual, interactive video workshop!

**CONCUSSION**  
↑ Legacy Foundation  
Media Project

 **Mindstamp**



This new evolution of the program will help make the lessons more accessible to university professors and their students year-round. The new hybrid workshop includes an interactive video workshop that walks through the Workshop U lessons accompanied by real-world examples in sports that prepare journalism students to accurately and responsibly cover concussions, just as live presentations have been taught in the past. Embedded within the workshop are questions that will test students' knowledge and retention of the lessons. Once completed, they will obtain a certificate indicating they are concussion reporting certified. The Workshop also includes helpful documents for download at the end of the video, including CLF's "22 Do's for Covering Concussions" and CLF's "Fast Five". Lastly, we provide professors with a deck of discussion questions to navigate through the in-class discussion portion of the Workshop to help their students put into practice what they learned from the video. These tools help to equip professors with the tools and confidence to effectively teach this material to their students on their own when convenient for their class schedules.

# CONCUSSION REPORTING WORKSHOP PRO

CONCUSSION Legacy Foundation | Media Project  
The Jeff Astle Foundation

Howarth, Nathan

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**THE FA COMMUNITY SHIELD**  
CELEBRATING ENGLAND FOOTBALL

**LEARN MORE:**

[www.concussionfoundation.org](http://www.concussionfoundation.org)