

## ASCJ 420: Skateboarding and Action Sports in Business, Media and Culture

Fall 2015 - 4 units

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Day/Time: Monday/Wednesday, 10:00-11:50 a.m.  
Room: ASC 328

### Course Description

“{Skateboarding is} the fastest growing category within the Nike Brand currently estimated at \$390 million in business by 2015”

---Nike Corporation

In a relatively brief time, Action Sports (and, in particular, skateboarding) has grown into a multibillion-dollar industry. With a participatory audience so vast that major international brands such as Nike and Adidas have developed marketing campaigns solely directed at these newer sports. Action Sports has moved from “fringe culture” to a mainstream corporate body in barely over forty years. This class examines Action Sports as emergent sports culture. In particular, it studies this intersection of media, culture and business that have made Action Sports a powerful financial and political sports space.

**Course Objectives:** Drawing on theories of culture, media and business communication, this course explores the explosive growth of Action Sports in the United States and internationally. Students will examine the ways in which Action Sports, as an emergent sports culture, has impacted issues of diversity, (gender, race, and ethnicity) in popular sports. Many of the leaders in the field of Action sports, (including corporate leaders, marketing directors, and influential athletes and artisans involved within the culture) will visit class to offer real world applications of class theory. Students will write critical papers examining the emergence and culture of Action Sports.

**Specific Student Objectives:** 1.) Become conversant in theories of emergent sports and sports media 2.) Understand the nature of emergent sports and apply that understanding to the history and communication of Action Sports 3.) Write critically aware studies of Action Sports as

a sports culture. 4.) Display comprehension of how actions sports act as construct Identities for participants.

**Assignments:** Students will write two papers; take a midterm and final examine and will participate in class discussion each week. In addition students will prepare brief overviews of the assigned readings and discuss what context the reading supplies to the discussion of the day.

**Grade Breakdown:** Class participation in this course is one of the keys to success along with your critical analysis papers. A percentage of you grade will be determined by your ability to add to class discussion, engage your fellow students and think critically about the subject manner.

The same holds true for your small presentation before each class. This will allow for rigorous discussion and set the tone for both guests and discussion.

Critical analysis papers- These papers discuss the various topics in class allowing you to use the lens of action sports to critically analyze the role of race, culture, diplomacy and sexism. You will meet with me before pursuing your topic of discussion. Each paper will be a minimum of 10-12 pages.

**Class Discussion- 20%**

**Weekly Presentation- 10%**

**Critical Analysis Paper #1- 20%**

**Midterm Exam- 20%**

**Critical Analysis Paper #2- 10%**

**Final Exam- 20%**

**Total Points---100**

### **Reading List:**

Holly Thorpe, *Migration, Diasporas and Citizenship: Transnational Mobilities in Action Sport Culture*-Holly Thorpe

Iain Borden, *Skateboarding, Space and the City: Architecture and the Body*

Becky Beal, 'Disqualifying the Official: an Exploration of Social Resistance thru the Subculture of Skateboarding', *Journal of Sport and Behavior* vol. 19 no 3 (1996)

**Guest Speakers:** Guest speaker dates/assignments may be subject to change depending on their schedules.

## Schedule of Classes

### Week 1: Orientation and Course Description

#### Weekly Readings:

*Holly Thorpe-Transnational Mobilities in Action Sports Culture –pages 1-15*

*Iain Borden-skateboarding space and the city-pages 1-55*

Nike 2015 business overview

<http://news.nike.com/news/nike-inc-introduces-2015-global-growth-strategy>

What if we treated all athletes like skateboarders?

<https://www.youtube.com/watch?v=tM8LZdDzs-8>

<https://www.youtube.com/watch?v=sYYpcCDSMz0&list=RDtM8LZdDzs-8>

<https://www.youtube.com/watch?v=oHsemRRvVrM&index=3&list=RDtM8LZdDzs-8>

Deconstructing Nike

Guest Speaker(s): VP of Action Sports, Scott LeClair and athlete, Theotis Beasley

This class works to understand why the sports Giant Nike decided to enter the multimillion-dollar action-sports market. What caused them to recognize how important the actions sports market is and its relevance outside of the regular sports market.

1. Difficulties-- Why the actions sports branding differs from mainstream sports and the difficulties of non-endemic breaking into the industry.
2. How has Nike leveraged its acquisitions into creating a space within their new market?

#### *Presentation 1:*

1. Students will present a case study which evaluates the three failed attempts by the Nike Inc. to enter into the skateboarding market.
2. Identify the strategy eventually adopted which allowed their entrance into the market and identify the improvements in strategy.

#### *Presentation 2:*

Students will conduct market research to understand why Nike is leaving the snowboarding market in favor for continued investment into the skateboarding market.

#### Weekly Readings:

Iain Borden Chapter 6-Subculture- pages 137-171

Digital media and the Transnational Imagery: Chapter 2 –Producing Transnational Network: Action Sports Companies, Media and Events p.35 -82

<http://www.adidas.com/us/skateboarding>

<http://www.adidas.com/us/skateboarding#skate-video-container>

## **Week 2: Adidas: Re-appropriation and Reinvention**

Guest Speaker(s): VP of Marketing Action Sports, Cullen Protheyss

Adidas has been a success story in the skateboarding action market with sales of xxx million in 2014. Cullen Protheyss will discuss his role as VP of Marketing for Action-Sports.

*Presentation 3:*

Students will research and prepare a presentation on the following:

1. The historic origins of the Adidas shell toe shoe for mainstream consumption.
2. The role re-appropriation of the Adidas shell-toe shoe was re-appropriated by the skateboarding community because of its design
3. Adidas's ability to capitalize on an accidental footprint in the action sports market avoiding the trappings of early Nike endeavors.
4. The Importance of Brand ambassadors-the role their strongest brand ambassador, Mark Gonzales plays within Adidas's legacy in skateboarding.

Weekly Readings:

Underexposed: A Woman's skateboarding Documentary-video to watch 1:30 min

<https://www.youtube.com/watch?v=U017DzwNLz8>

The Future of Female skateboarding- [https://www.youtube.com/watch?v=zGLE\\_9n3p4s](https://www.youtube.com/watch?v=zGLE_9n3p4s)

Holly Thorpe- Projection the Self: p.119-136 Sporting communities in the Age of Web 2.0-p.77 -

104 Letiticao Bufani interview- <https://www.youtube.com/watch?v=2wjv7GW97gs>

Donnelly, M. K. (2004). *Extreme sports lite? representations of women's skateboarding and snowboarding on television*

## **Week 3: Gender Equity**

Guest Speaker(s): Cindy Whitehead, Founder of the non-profit, GRO, dedicated to increasing female participation in Action-Sports

Amelia Brodka, Director of the film, 'Underexposed' –a documentary on female skateboarding

Amy Caron, Female X-games skateboarding medalist

This week will discuss the role of gender equity in three dimensions: The role of imagery in skateboarding, snowboarding and surfing.

*Presentation 4:*

Students will research and prepare a presentation which displays:

1. Positive and negative imagery of women and men in action-sports culled from various sources

Discussions will center on the role companies play in displaying the female form as both participant and observer. How does this differ from the marketing of females in other sports?

2. The uneven coverage of women in action sports

Discussion will include discussion of increased female participation in action sports, but less celebration of their role within the sports themselves.

*Presentation 5:*

Students will research and present their hypothesis of why some countries do a better role of marketing their female athletes.

1. Discussion will include examining the role of gender equity in other areas of their countries economy and discovering if there is a correlation between the increased presences in other areas, which may lead to spill over into other areas.

Weekly Readings: This week you will prepare for class by watching:

The Skatistan Documentary <https://itunes.apple.com/us/movie/skateistan/id581834482>

New York Times- Skateboarding relieves isolation

[http://www.nytimes.com/2009/01/26/sports/othersports/26skate.html?\\_r=3&](http://www.nytimes.com/2009/01/26/sports/othersports/26skate.html?_r=3&)

Skateboarding Makes Afghan girls feel Free:

<http://www.vice.com/read/skateboarding-makes-afghan-girls-feel-free-881>

*Holly Thorpe-Trouble in paradise: Tension between Groups p.162-177*

## **Week 4: Action Sports and Public Diplomacy**

Guest Speaker(s): Miles Jackson, Founder of CubaSkate

Oliver Percovich, Founder of Skatistan

This class will function on how action sports use their sport as tools for cultural diplomacy

1. Cubaskate and Skatistan discussion will center on the role action sports have played in working in hostile environments where traditional diplomacy has had a difficult time.
2. The class will also engage in the role gender equity and education play in these countries
3. Students will engage and evaluate the specific policies by both countries which make operating in these areas, difficult.

### **\*\*Critical Analysis Paper #1 Due**

#### Weekly Readings:

Iain Borden Chapter 4: Constructed Space –p58-119

<http://skiingbusiness.com/5133/newswire/press-release/michael-marckx-to-oversee-spy-optic/>

<http://www.surfrider.org/> Mission statement and Current events

<http://www.surfrider.org/campaigns>

<http://theiasc.org/go-skateboarding-day/>

### **Week 5: Action Sports and Advocacy**

Guest Speaker(s): Michal Marx, President of Spy Optics, Board of Directors of Surfrider Foundation

Tod Swank, Executive Director of the International Association of Skateboarding Companies

Because actions sports are an emerging market, this class will focus on the role Action-Sports play in advocacy for their constituencies. Students will develop a knowledge of the creation of Sport NGO's and the role they play in emerging sports market both as advocates and educators to the general populace.

1. Discussion will center on the role of IASC-in creating opportunities for their supporters.
2. Their creation of the action sports holiday-“Go skateboarding Day”
3. Creating the global awareness campaign for the Surfrider Foundation

#### *Presentation 6:*

1. Students will compare and contrast of how NGO's in traditional sports create partnerships and navigate municipalities and gather funding for their projects versus the action-sports world.

2. Students will identify and explain why some strategies work across both platforms and why some do not.

Weekly Readings:

*Iain Borden: Chapter 7: Urban Compositions p.174-228*

*Chapter 8: Performing the City 228-260*

*Holly Thorpe: Alterative sporting Rhythms p.226-241*

<http://www.maloofmoneycup.com/>

*Maloof MoneyCup at DC's newest skatepark*

[http://www.washingtonpost.com/sports/maloof-money-cup-at-dcs-newest-skatepark/2011/09/03/gIQAgKn0zJ\\_gallery.html](http://www.washingtonpost.com/sports/maloof-money-cup-at-dcs-newest-skatepark/2011/09/03/gIQAgKn0zJ_gallery.html)

*Interview with the Maloof Family*

<http://transcripts.cnn.com/TRANSCRIPTS/1009/18/kl.01.html>

## **Week 6: Action Sports and Event Creation**

Guest Speaker(s): Joe Maloof, former owner of the Sacramento Kings

Mark Lauer, owner of Rhythm Skateparks

This class compares and contrasts the scope and needs of the mainstream sports world and the goals of the emerging sports world. It will also focus on event creation and how to approach creating new spaces for sports brands. It will emphasis Joe Maloof's creation of the Maloof Money Cup and how the Maloof Entertainment group worked with municipalities to host skateboarding events in NY, D.C. Orange County and Kimberly, South Africa

1. How to create partnerships across markets
2. Working with press and creating PR opportunities

*Presentation 7:*

1. Students will create their own mock action sports NGO for an emerging action-sports market of their choice.
2. Students will identify a municipality and present a plan of how to align their goals to be mutually beneficial with local government.

Weekly Readings:

*Holly Thorpe: Action Sport Migration and Transnational Mobilities 109-154*

*Time Magazine –Interview with Tony Hawk*

<https://www.youtube.com/watch?v=7hLrt5wFlmo>

*Tony Hawk interview in Juice magazine*

<http://juicemagazine.com/home/tony-hawk-2/>

## **Week 7: Action Sports and the Entertainment Market**

Guest Speaker(s): Tony Hawk

Miki Yukavich, VP of the Tony Hawk Foundation

This class focuses on skateboarding's largest ambassador, Tony Hawk and his VP of Operations, Miki Yukavich. Discussion will include Tony Hawk creating one of the best-selling videogames of all time and helping move the entire skateboarding genre forward. Tony hawk has created his own NGO to give back to the skateboarding community.

1. Understanding the pros and cons of acting as an ambassador for the entire skateboarding culture.
2. We will highlight his work with Activision and the vision to create a game that accurately portrayed the skateboarding lifestyle.
3. We will discuss how his role has changed from being a competitive skateboarder to retiring and endowing the Tony Hawk Foundation and creating positive outreach outside of the skateboarding community.

Weekly readings: Review for Midterm

**Week 8: Midterm** \*\*No presentation this week.

Weekly Readings:

Skateboarding's Million Dollar Man-MPORA magazine

<http://mpora.com/articles/longform/the-rob-dyrdek-interview#M9LUzMLR68MM36Pr.97>

Rob Dyrdek on Fox Sports 1

<https://www.youtube.com/watch?v=YOu5heQbJnk>

Rob Dydek on Larry King Now

<http://www.hulu.com/watch/583842>

Rob Dyrdek in New York Times



<http://www.nytimes.com/2011/08/28/sports/Interview-With-Skateboarder-Rob-Dyrdek.html?pagewanted=all>

Rob Dyrdek USA today

<http://ftw.usatoday.com/2014/09/nyjah-huston-street-league-super-crown>

## **Week 9: Action Sports and the Mainstream Markets**

Guest Speaker(s): Rob Dyrdek, celebrity, skateboarder and founder of Street League Skateboarding

Rob Atlas, President of Street League Skateboarding

Rob Dyrdek is a leader in both the action-sports and entertainment market. His T.V. show Rob & Big is one of the biggest hits of MTV. His newest program Fantasy Factory, is one of the top shows on MTV and he is the founder of the skateboarding contest, the Street League. His net worth is 50 million dollars and he has helped bring the skateboarding lifestyle into the mainstream of popular culture. He is also the host and creator of MTV's show, Ridiculousness.

1. Discussion will revolve around his work to bring "skate-plazas" to the U.S. His first skatepark was dedicated to the city of Dayton, Ohio. His second was opened in conjunction with Mayor Antonio Villaraigosa, in Los Angeles at the intersection of Hoover and Wilshire.
2. Class discussion will include his role in bringing professionalism to skateboarding and presenting it to mainstream audiences.
3. Class will discuss his movements to working with MTV and crafting one of the most popular shows on MTV.

*Presentation 8:*

1. Students will create mock treatment for an action-sports show to present to the class. Students and guest speakers will evaluate the pitch and presentation on viability.

Weekly Readings:

Terje Haakonsen-Why I still hate the Olympics <http://whitelines.com/features/comment/terje-haakonsen-why-i-still-hate-the-olympics.html#1sSdtH2SA5wA8sd5.97>

<http://skateboarding.transworld.net/news/skateboarding-2016-olympics-ioc-partners-boardr/>

[http://theboardr.com/post/Skateboarding\\_Accepted\\_Into\\_the\\_2016\\_Olympics](http://theboardr.com/post/Skateboarding_Accepted_Into_the_2016_Olympics)

The petition to keep skateboarding out of the Olympics

<http://www.thepetitionsite.com/takeaction/656/763/888/>

<http://www.bbc.com/sport/0/olympics/27372110>

## **Week 10: Action Sports and the Olympics**

Guest Speaker(s): Anna Oliver, Olympic committee

This class will discuss the role of the Olympics in engaging the action sports community. The Winter Olympics have flourished thanks to the snowboarding community and their ability to bring new viewers to the Olympics. Discussions of adding more sports to the roster abound including a heavy interest in skateboarding.

Guest Anna Oliver will speak of her role as an Olympic athlete and her inability to enter into the Olympics due to the U.S. and global political landscape at the time of her Olympic bid. She will also discuss the current thinking of the Olympic committee on the involvement of action sports.

*Presentation 9:*

Students will prepare a presentation which discusses:

1. What is necessary to become an Olympic sport
2. The role of the voting committee
3. The role of sponsorships and the contribution

Weekly Readings:

*Holly Thorpe: Chapter 8The emergence of Action Sports in the Middle East:p.243-280*

*Chapter 9: Transnational Connections and Transformation: Action Sports for Development and Peace Building*

*Skateboarding Diplomacy in Iran*

<http://abcnews.go.com/International/skateboard-diplomacy-iran/story?id=20806201>

*The Role of non-State Actors-Sports Diplomacy*

<http://uscpublicdiplomacy.org/blog/role-non-state-actors-sports-diplomacy>

*CPD Magazine-Skatistan Reflection*

<http://publicdiplomacymagazine.com/skateistan-the-tale-of-skateboarding-in-afghanistan-edited-by-jim-fitzpatrick/>

*US Skate Diplomacy efforts*

<http://www.state.gov/documents/organization/181503.pdf>

## **Week 11: Action Sports and their New Role of Sports Diplomacy**

Guest Speaker(s): Director of State Sport United, Sports Diplomacy, Morgan J. Obrien III

Morgan J. Obrien is the Director of Sports Diplomacy for the United States. Discussion will center on the role of sports diplomacy and the U.S. initiatives in the future

1. This class will gain insight into the ways that the U.S. government decides what image is important for the U.S. to project abroad.

*Presentation 10:*

1. Students will present an evaluation which builds upon their knowledge of action sports vs. traditional sports and compare and contrast why action sports could be more relevant than traditional sports when it comes to creating new dialogues with youth groups abroad. This will be evaluated by the guest speaker and classmates.

Weekly readings:

Street league skateboarding comes to Fox sports

<http://streetleague.com/archives/sls-is-now-on-fox-sports-1/>

[http://en.wikipedia.org/wiki/Street\\_League\\_Skateboarding](http://en.wikipedia.org/wiki/Street_League_Skateboarding)

Variety Magazine article

<http://variety.com/2014/tv/news/street-league-skateboarding-on-a-roll-with-fox-sports-1-1201270607/>

<https://www.youtube.com/watch?v=YOu5heQbJnk>

## **Week 12: The Sports Network Embrace of Action Sports**

Guest Speaker(s): Bill Dallman, VP of News FOX Sports 1

Bill Dallman is the VP of News for Fox sports1 and helped broker the deal between Fox sports and Rob Dyrdek street league skateboarding's contest on Fox Sports.

This class centers on the relationship between the mainstream sports network and their associations and partnerships with action sports.

1. Discussion will center on the needs of mainstream sports media and the level of fan engagement that they are looking for from Actions sports fans.
2. Bill will discuss the pros and cons of programming action sports and how they work to educate mainstream audience and build a larger fanbase.

3. He will also discuss how they decide who the personalities are they will center and focus on.

Weekly Readings: This week you will watch:

HER- Everything you wanted to know about HER

<http://www.vulture.com/2014/01/everything-you-wanted-to-know-about-spike-jonze-her.html>

Vice Magazine article –New Virtual Reality Film

<http://variety.com/2015/digital/news/sundance-vice-news-to-premiere-virtual-reality-feature-from-spike-jonze-chris-milk-1201412976/>

Spike directs Kanye Again

<http://creativity-online.com/work/kanye-west-only-one/38737>

## **Week 13: Action Sports and Popular Culture**

Guest Speaker(s): Spike Jonze

Spike Jonze is one of Hollywood's avant-garde film director and Oscar award winner, but he is also one of the creative forces behind the Girl/Chocolate skateboard brand.

1. This class will discuss how Spike has managed to break new ground in film and video, and also remains relevant in the action sports industry.
2. We will look at his creative inspirations and how skateboarding has been quietly interwoven into all his work. From the Kanye West videos to HER to being John Malkovich.

### **\*\*Critical Analysis Paper #2 Due**

Weekly Readings:

After leaving the drug game behind Daren Harper found new life in skateboarding

[http://www.washingtonpost.com/sports/after-leaving-the-drug-game-behind-darren-harper-found-new-life-in-skateboarding/2011/09/02/gIQAX4la2J\\_story.html](http://www.washingtonpost.com/sports/after-leaving-the-drug-game-behind-darren-harper-found-new-life-in-skateboarding/2011/09/02/gIQAX4la2J_story.html)

Paul Rodriguez

[http://en.wikipedia.org/wiki/Paul\\_Rodriguez\\_%28skateboarder%29](http://en.wikipedia.org/wiki/Paul_Rodriguez_%28skateboarder%29)

P-Rod interview for Mountain Dew

<http://greenlabel.com/paul-rodiguez-interview-primitive-by-nature-2014/>

USA Today article

<http://ftw.usatoday.com/2014/10/paul-rodriguez-skateboarding-videos>

<http://www.thrasher magazine.com/articles/magazine/interview-issue-2010-paul-rodriguez/>

## **Week 14: Actions Sports and the Role of Race and Entrepreneurism**

Guest Speaker(s): Paul Rodriguez, pro athlete for Nike and company owner of Primitive Skateboards

This class will examine how Paul Rodriguez has parlayed his fame as tastemakers into his own brands. We will discuss the pros and cons of ownership versus simply being a celebrated athlete. This class will also center on the role of minorities in action-sports versus traditional sports.

1. This class will discuss how one of the most famous skateboarders Paul Rodriguez, the cornerstone of the Nike SB, campaign left the largest endemic footwear company to go to Nike. We will also discuss how he has now moved on to create his own skateboarding brand in an attempt to control his own destiny.
2. This class focuses on how skateboarding has created a new space for ownership and entrepreneurship for minorities.

*Presentation 11:*

Race, Diversity and Ownership

1. Students will prepare a presentation discussing the “Donald Sterling Incident” and provide context for the top-down approach to power in mainstream sports and how this effects minority communities
2. Students will compare and contrast whether greater diversity in action-sports and ability for ownership can continue to increase minority involvement and the role this will play for decreasing youth participation in traditional sports in the future.

Weekly Readings:

*Iain Borden- Closure and Aperture Chapter 9– Final chapter*

<http://www.atibaphoto.com/>

Who Shot Ya? Atiba Jefferson’s twenty cover in slam Basketball Magazine

<http://www.slamonline.com/the-magazine/atiba-jefferson-photography/>

Atiba Jeffeson interview for ESPN

<http://espn.go.com/action/skateboarding/news/story?page=atiba-jefferson-on-basketball-trades-skating>

Atiba Jefferson interviewing Lil Wayne

<http://www.xxlmag.com/news/2014/07/lil-wayne-cover-xxl-magazine/>

## **Week 15: Intersectionality; Capturing the moment: The Impact Study of Actions Sports; and Mainstream Sports Photography and Culture**

Guest Speaker(s): Atiba Jefferson

Atiba Jefferson is one of the leading action-sports photographers in the world. He helped launch the careers of P-Rod and as member of Transworld Skateboard Magazine, has captured all of skateboarding's greats. He is also a founding member of the Skateboard Mag which is dedicated to keeping skateboarding pure to its core audience. Atiba Jefferson is also staff photographer for Slam! basketball magazine and has photographed and befriended everyone from Kobe Bryant to LeBron James. He has worked with mainstream companies ranging from Mountain Dew to Target and helped them craft their images to appeal both to action-sports enthusiasts and to mainstream consumers.

1. Atiba will discuss the intersectionality of his skateboarding photography and traditional sports photography.
2. We will dissect the makings and needs of the core skateboarding community versus creating images that will appeal to the larger consumer base of companies like Target and Mountain Dew.
3. Class will discuss the nature of his entrepreneurial endeavor the Skateboard Mag, and why he chose to launch a magazine in a time when there is a decline of the printed word.

Weekly Readings:

How corporations are changing skateboarding

<http://www.jenkemmag.com/home/2012/11/26/how-corporations-are-changing-skateboarding-and-why-it-matters/>

Steve Rocco: The Man who souled the world

<https://www.youtube.com/watch?v=J-YOSTuhx0E>

## **Week 16: Local as the Global**

Guest Speaker(s): Bod Boyle, President of Dwindle Distribution

Bod Boyle is the president of the multinational corporation Dwindle Distribution. The company is based in El Segundo and operated internationally with net sales of 15 million dollars.

1. This class will give students a broad understanding of managing production, distribution and then interworking of international trade.
2. Students will gain insight into how his role is key to managing 7 different brands, maintaining brand identity within the market and how not to cannibalize a customer base.
3. Students will also gain insight into how to break into emerging markets in the BRIC countries.

## Final Exam

### Class Policies and Resources

**Late Work:** All late papers will be docked one letter grade for each class period they are late. Any time after the start of the class in which the papers are due will be considered late.

**Academic Conduct:** Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage [sarc@usc.edu](mailto:sarc@usc.edu) describes reporting options and other resources.

**Support Systems:** A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs*

[http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.