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Rose Bowl Stadium & Legacy Foundation



THE ROSE BOWL INSTITUTE



**Rose Bowl Institute Hosts 2nd Annual Rose Table Dialogue
on Sportsmanship in Sportscasting and Sports Journalism**

PASADENA, Calif. (June 21, 2023) In its continued effort to champion sportsmanship, leadership, and citizenship, the Rose Bowl Institute recently hosted its 2nd Annual Rose Table Dialogue on Sportsmanship in Sportscasting and Sports Journalism.

On Tuesday, June 13th, a group of renowned sports journalists, editors and sportscasters met around the DeWitt Family Rose Table at the Rose Bowl Stadium to address various ways that the public could see more acts of sportsmanship in coverage of games and events.

The discussion featured leaders such as former NFL Quarterback and current Broadcaster Dan Fouts, ESPN Reporter Kris Budden, MLS Hall of Famer and L.A. Galaxy Broadcaster Cobi Jones, and L.A. Times Sports Editor Iliana Limon Romero. Recognizing that the media environment, including social media, is very diffuse within a polarized American society, dialogue participants recommended ways that sports media could bring attention to positive acts of sportsmanship.

"Journalists' first duty is to report the story, based on facts," said Charlie Firestone, Rose Bowl Institute President, and dialogue moderator. "But they have an opportunity to do more, which is to focus on the humanity, passion, values, and character behind a particular play, incident, or game. Our aim here is to bring greater consciousness to the need for positive sports stories in all media."

Among the issues that arose in the dialogue were (1) the impact of social media on coverage of sports; (2) the sometimes dual roles that media have as journalistic organization and as rights holder; (3) the reduction of newsroom staffs, giving reporters less time to develop stories, and (4) the difficulty of gaining access to sports figures when teams or players are reluctant to speak to the press.

Traditional media such as newspapers and broadcasters are no longer the sole intermediaries between the sports story and the audience. Young people consume media differently from prior generations, primarily looking to social media in one form or another. Almost everyone

has a voice today. Players and teams have direct access to their audiences, which allows them greater control over the story than through journalists. And the business need for audience views has led to pressures at more traditional media for clickbait stories.

To address these concerns, the group's recommendations include (1) the need to bring sportsmanship to the attention of all components of sports coverage, from the sportscaster to the producer, editor, cameraperson, or other production personnel, so that key moments are recorded and can be commented upon. Participants also suggested (2) conducting a survey of audience desires in this realm with the hope it spurs media to air more positive stories; (3) promotion of "solutions journalism" in sports providing audiences with constructive examples of how others are solving the problem, that; (4) having organizations and players show and understand the value proposition for good sportsmanship so that players, parents, coaches and fans look for it; and (5) to have greater buy-in from sports institutions and their leaders to showcase or otherwise reward acts of good sportsmanship.

The dialogue convened over a custom state-of-the-art conference table, aptly named "The Rose Table." The Rose Table, which was generously donated by John and Bonnie DeWitt and their family, is custom crafted in the shape of the Rose Bowl Stadium's world-famous bowl, finished in Brazilian Rosewood, and seats as many as 26 around the table. This iconic table will continue to host future educational dialogues and initiatives for the Rose Bowl Institute.

For more information on the Rose Bowl Institute, including future Rose Table Dialogues, please email rosebowlinstitute@rosebowlstadium.com, or call 626-577-3100.

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About the Rose Bowl Institute

The Rose Bowl Institute champions sportsmanship, leadership, and citizenship. Through educational programs, focused dialogues, and awards the Institute leverages the power of sports to unite people everywhere. Launched in 2020, the Institute is an arm of the Rose Bowl Legacy Foundation. Charlie Firestone, a former vice president of the Aspen Institute, leads the Institute. Additionally, the Institute has grown an [Advisory Board](#) listed below.

About the Rose Bowl Legacy Foundation

Formed in 2010, the Rose Bowl Legacy Foundation is a 501(c)3, tax-exempt organization whose primary goal is to financially ensure the protection, preservation, and enhancement of the future of the Stadium as a National Historic Landmark. The Foundation has established funding for key capital improvement initiatives, educational programming, and heritage protection due to the generosity of supporters from around the world who are invested in its premier future.

About the Rose Bowl Stadium

The Rose Bowl Stadium is a National Historic Landmark built in 1922 and known around the world. The Rose Bowl has earned its world-class reputation by hosting five NFL Super Bowl games, the 1984 Olympic Soccer matches, the 1994 Men's World Cup, the 1999 Women's World Cup, four BCS National College Football Championship Games and the College Football Playoff Semifinal Game.

The Rose Bowl is the proud home of the annual Rose Bowl Game®, UCLA Bruins Football, world-class concerts, International and Premier League soccer matches, music festivals, community events, AmericaFest 4th of July Celebration, and the World's Largest Flea Market.