Course Summary & a Note from the Instructor

Over the past 25 years, college football has become the fastest growing sport in America. Crowds, revenues, and TV ratings have skyrocketed as the sport has expanded from a regional enterprise into a multi-billion-dollar national phenomenon. The game is now played almost every night of the week and televised on dozens of national, regional and conference networks. As universities, conferences, and coaches continue to rake in big dollars—all driven by the performance of “student-athletes”—tough questions are being raised concerning player compensation, exploitation and safety, and the game’s place in higher education.

In this course, students will spend an informative and entertaining 10 weeks in the company of college football insiders, celebrating and examining America’s second favorite sport, its successes and excesses, and the compelling issues that confront it.

Course Schedule

Sept. 28
“Hot Button Issues in College Football”
(1) IVAN MAISEL, Senior Writer, ESPN.com
(2) STEWART MANDEL, College Football Writer, FoxSports.com

Oct. 5
“Economics of College Football”
ROGER NOLL, Professor of Economics Emeritus, Stanford

Oct. 12
“Legal and Regulatory Issues in College Football: Player Compensation, Concussions, Practice Time, and More”
BOB MOORE, Former Stanford and Oakland Raiders Tight End; Former Vice President, NFL Players Association; Principal, Allen Matkins Leck Gamble Mallory & Natsis

Oct. 19
“Power 5 Conferences: Realignment, TV Rights, Conference Networks, and the Diminishing Power of the NCAA”
(1) TOM HANSEN, Commissioner, Pacific-10 Conference, retired
(2) JON WILNER, Sportswriter, Bay Area News Group/San Jose Mercury News College Sports Hotline
Oct. 26
“Coaching Major College Football: Challenges and Opportunities”
TYRONE WILLINGHAM, Former Head Coach at Stanford, Notre Dame, and Washington; Member, College Football Playoff Selection Committee

Nov. 2
“How the Game Has Grown: Recruiting, Staffing, Budgets, Salaries and Facilities”
MATT DOYLE, Associate Athletic Director and Football Operations Manager, Stanford

Nov. 9
“Broadcasting College Football, TV’s Impact on the Game”
SCOTT REISS, Stanford Play-by-Play Broadcaster; KTVU Sports Anchor and Reporter; Former ESPN Anchor and SportsCenter Host

Nov. 16
“The Players’ Perspective—Coaches, Competition, Compensation, Concussions, and Practice Time”
DARRIN NELSON, Stanford All-America Running Back and National Football Foundation Hall of Famer; Senior Associate Athletic Director, UC Irvine

Nov. 30
“College Football Officiating—On the Field and in the TV Booth—and the Focus on Player Safety”
MIKE PEREIRA, Football Rules Analyst, FOX Sports; Former College and NFL Official and Vice President for Officiating, NFL

Dec. 7
“Bowls, Playoffs, and the Evolution of Post-season College Football”
WRIGHT WATERS, Executive Director, Football Bowl Association; Former Commissioner, Sun Belt Conference

Instructor Biography

Gary Cavalli, Executive Director, Foster Farms Bowl (Retired)
Gary Cavalli has 40 years of experience in professional and college sports administration. He recently retired after fourteen years as executive director of the post-season college football game played in the Bay Area, known as the Emerald, Kraft Fight Hunger and, most recently, Foster Farms Bowl. In April, he received the inaugural Legacy Award from the Football Bowl Association for his contributions to college football. Cavalli was previously co-founder and CEO of the American Basketball League, a women’s professional league, and sports information director and associate athletic director at Stanford. He is the author of the book, Stanford Sports, and co-executive producer of the award-winning
documentary film, *Disposable Heroes*. He produced network programming for FOX Sports and managed NCAA golf and soccer championships. He is an adjunct professor in the University of San Francisco Sport Management Program and a guest lecturer at the Stanford Graduate School of Business.