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Sports Journalism

A Multimedia Primer

Sports Journalism is a comprehensive guide to the purpose, principles and practice of this unique profession and is designed to be enjoyed by students of both mainstream and sports specialist journalism. Providing a clear and structured approach to learning about both the craft of sports writing and the practical skills involved in becoming successful at your job, Sports Journalism, offers a comprehensive insiders guide to the business including: - key relationships in sports journalism - networking and the Sports Desk - print journalism for magazines, tabloids, broadsheets and the internet - live action – news, radio and television sports journalism - effective research – managing and accessing sources, information, statistics - practical skills for managing schedules and meeting deadlines - working with sports agents and PR professionals - getting the best from press conferences and interviews. Laced with revealing anecdotes from the author's own twenty-five years experience of domestic and international sport journalism, Sports Journalism: A Multimedia Primer is an invaluable student companion.



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