

## **SPORTS JOURNALISM (110)**

### **ELECTIVE COURSE SECOND SEMESTER SPORTS JOURNALISM**

#### **Unit-1**

1. Defining Sports Journalism
2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
3. Sports Authority of India (SAI), its importance in the promotion and management of sports
4. News Sources for Sports Journalism

#### **Unit II: [Sports Reporting and Writing]**

1. News Values and Ethics for Sports Reporting and Writing
2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Info-graphics, Layout of Sports News

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2. New Trends in Sports Journalism: E-magazines and Blogs
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## Unit-1

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### 1. Sports Journalism

Sports journalism focuses on reporting amateur and professional sporting news and events. Sports journalists work in all media, including print, television broadcasting and the internet. If you are a sports fan and would like to pursue journalism, read on to find out what you can do as a sports journalist. Schools offering Digital Marketing degrees can also be found in these popular choices.

Sports journalists write about and report on amateur and professional sports. As a sports journalist, you can expect a variety of job duties such as reporting game statistics, interviewing coaches and players and offering game commentary. You can work in a variety of media, including radio, television and print.

Sports journalism is a form of writing that reports on sporting topics and competitions.

Sports journalism is the essential element of many news media organizations. While the sports department within some newspapers has been mockingly called the toy department, because sports journalists do not concern themselves with the 'serious' topics covered by the news desk, sports coverage has grown in importance as sport has grown in wealth, power, and influence.

## 2. Sports Organizations:

### FIFA

The Fédération Internationale de Football Association (FIFA) is an association governed by Swiss law founded in 1904 and based in Zurich. It has 211 member associations and its goal, enshrined in its Statutes, is the constant improvement of football.

FIFA 1904 is a monthly magazine which is published as both a print edition and as a free online publication. The 68-page magazine contains in-depth stories and interviews about football from around the world, with a special focus on FIFA's development projects and activities, competitions, events and member associations.

FIFA's myriad of football competitions, spearheaded by the FIFA World Cup™, can be followed by hundreds of millions of people all over the world thanks to the medium of television and other media platforms. To this end, FIFA's TV Division manages and maintains a close relationship with its many media rights licensees with the principal objective of delivering the best-possible football viewing experience to screens.

FIFA embarked on a new era in its TV strategy in 2007 when it successfully brought the entire broadcast operation in-house, ranging from the actual sale of rights and development of a comprehensive footage archive (FIFA Films) to client servicing and overall decisions on production and event operations.

FIFA's TV Division is structured to meet the demands of 21st century broadcasting, technology and media environments. With rapidly increasing media convergence and the subsequent proliferation of content, it is increasingly important for rights holders, advertisers, sponsors and other commercial entities to stand out from the crowd. FIFA, through the FIFA World Cup™ and its portfolio of other events, delivers standard-setting quality content to broadcasters around the globe.

Broadcast rights to all FIFA events, including the FIFA World Cup™ and the FIFA Women's World Cup™, are handled through FIFA TV in Zurich, Switzerland.

FIFA's TV Division comprises four departments:

1. Sales & Distribution (TV, radio, broadband and mobile audiovisual rights)
2. FIFA Films & Products
3. Broadcaster Servicing
4. Host Broadcasting Production

## ICC

The International Cricket Council (ICC) is the international governing body of cricket. It was founded as the Imperial Cricket Conference in 1909 by representatives from England, Australia and South Africa, renamed the International Cricket Conference in 1965, and took up its current name in 1989.

The ICC has 104 members: 12 Full Members that play Test matches and 92 Associate Members. The ICC is responsible for the organization and governance of cricket's major international tournaments, most notably the Cricket World Cup. It also appoints the umpires and referees that officiate at all sanctioned Test matches, One Day International and Twenty20 Internationals. It promulgates the ICC Code of Conduct, which sets professional standards of discipline for international cricket, and also co-ordinates action against corruption and match-fixing through its Anti-Corruption and Security Unit (ACSU). The ICC does not control bilateral fixtures between member countries (which include all Test matches), it does not govern domestic cricket in member countries, and it does not make the laws of the game, which remain under the control of the Marylebone Cricket Club.



The Chairman heads the board of directors and on 26 June 2014, N. Srinivasan, the former president of BCCI, was announced as the first chairman of the council. The role of ICC president has become a largely honorary position since the establishment of the chairman role and other changes were made to the ICC constitution in 2014. It has been claimed that the 2014 changes have handed control to the so-called 'Big Three' nations of England, India and Australia. The current ICC president is Zaheer Abbas, who was appointed in June 2015 following the resignation of Mustafa Kamal in April 2015. Kamal, the former president of the Bangladesh Cricket Board, resigned shortly after the 2015 World Cup, claiming the organization operated both unconstitutionally and unlawfully. The current CEO is David Richardson, who succeeded Haroon Lorgat.

The International Cricket Council oversees playing conditions, bowling reviews, and other ICC regulations. The ICC does not have copyright to the Laws of Cricket: only the MCC may change the Laws, though this is usually done in consultation with the game's global governing body. The ICC maintain a set of playing conditions for international cricket which make slight amendments to the Laws. They also has a "Code of Conduct" to which teams and players in international matches are required to adhere. Where breaches of this code occur the ICC can apply sanctions, usually fines. In 2008 the ICC imposed 19 penalties on players.

## IOC

The International Olympic Committee (IOC; French: Comité International Olympique, CIO) is the supreme authority of the worldwide Olympic movement. Based in Lausanne, Switzerland, IOC is a non-profit independent international organisation made up of volunteers, which is committed to building a better world through sport. It redistributes more than 90 percent of its income to the wider sporting movement, which means that every day the equivalent of US\$ 3.4 million goes to help athletes and sports organisations at all levels around the world. Its mission is enshrined in the Olympic Charter: to support the development of competitive sport by ethical and environmentally sustainable means.

## History

The IOC was created by Pierre de Coubertin, on 23 June 1894 with Demetrios Vikelas as its first president. As of June 2017, its membership consists of 95 active members, 41 honorary members, an honorary president (Jacques Rogge) and one honour member (Henry Kissinger). The IOC is the supreme authority of the worldwide modern Olympic movement.

The IOC organises the modern Olympic Games and Youth Olympic Games, held in summer and winter, every four years. The first Summer Olympics organised by the IOC was held in Athens, Greece, in 1896; the first Winter Olympics was in Chamonix, France, in 1924. Until 1992, both Summer and Winter Olympics were held in the same year. After that year, however, the IOC shifted the Winter Olympics to the even years between Summer Games, to help space the planning of the two events from one another, and improve the financial balance of the IOC, which receives greater income on Olympic years. The first Summer Youth Olympics were in Singapore in 2010 and the first Winter Youth Olympics were held in Innsbruck in 2012.

In 2009, the UN General Assembly granted the IOC Permanent Observer status. This decision enables the IOC to be directly involved in the UN Agenda and to attend UN General Assembly meetings where it can take the floor. This has provided the possibility to promote sport at a new level. In addition, in 1993, the UN General Assembly approved a Resolution that further solidified IOC–UN cooperation with the decision to revive the Olympic Truce, by adopting a Resolution entitled “Building a peaceful and better world through sport and the Olympic ideal,” which calls upon Member States to observe the Olympic Truce before every iteration of the games, and to cooperate with the IOC and the International Paralympic Committee in their efforts to use sport as a tool to promote peace, dialogue and reconciliation in areas of conflict during and beyond the period of the Olympic and Paralympic Games.[3]

During each proclamation at the Olympics, announcers speak in different languages, French is always spoken first followed by an English translation and the dominant language of the host nation.

## Mission and role

To encourage and support the organisation, development and coordination of sport and sports competitions;

To ensure the regular celebration of the Olympic Games;

To cooperate with the competent public or private organisations and authorities in the endeavour to place sport at the service of humanity and thereby to promote peace;

To act against any form of discrimination affecting the Olympic Movement;

To encourage and support the promotion of women in sport at all levels and in all structures with a view to implementing the principle of equality of men and women.

## International Paralympic Committee

The International Paralympic Committee (IPC) is the global governing body of the Paralympic Movement. Its purpose is to organise the summer and winter Paralympic Games and act as the International Federation for ten sports, supervising and coordinating World Championships and other competitions.

The vision of the IPC, run by 200 members, is 'To enable Para athletes to achieve sporting excellence and inspire and excite the world.'

Enable - Creating conditions for athlete empowerment

Para athletes - The primary focus, from initiation to elite level

Achieve - Sporting excellence is the goal of a sport centred organisation

Inspire and excite - Touch the heart of all people for a more equitable society

Founded on 22 September 1989 as a non-profit organisation, it is based in Bonn, Germany and aims to develop sports opportunities for all people with an impairment from the beginner to elite level.

It employs more than 70 people from 20 countries and is composed of a General Assembly (highest decision making body), a Governing Board (executive body), a Management Team and various Standing Committees and Councils.

The IPC has a democratic constitution and structure and is composed of representatives from 176 National Paralympic Committees (NPCs), four international organizations of sport for the disabled (IOSDs) and five regional organizations. The IPC's headquarters is located in Bonn, Germany.

On the basis of being able to organize the Paralympic Games more efficiently and to give the Paralympic Movement one voice, the four international organizations combined under the IOSD founded the International Co-ordination Committee of World Sports Organizations for the Disabled (ICC) in 1982. In the upcoming years, other organizations joined and the need for a democratically guided organization emerged, demanded by the nations participating in the Paralympic Movement. They desired a democratic structure, to improve national and regional representation, which led to the foundation of the IPC as we know it today. The 1994 Winter Paralympics, Norway, were the first to be organized by the IPC.

The IPC functions as an umbrella organization, representing several sports and disabilities, in contrast to other international sports organizations for athletes with a disability, which are predominantly limited to a single sport or disability.

The word "Paralympic" derives from the Greek preposition "para" ("beside" or "alongside"). and "Olympics". The first connotation connected to the syllable "para" was paralysis or paraplegia. But since the Paralympics cover different disability groups and the close association to the Olympic Movement, "para" underlines the existence of both movements side by side.



A fifteen-member Governing Board oversees the IPC between meetings of the General Assembly. Dr. Robert D. Steadward became the first President in 1989. Since 2001, Sir Philip Craven is President of the IPC, who is also a member of the International Olympic Committee.

The number of athletes and nations participating in the Paralympic Games and thus being part of the Paralympic Movement is constantly increasing, along with the audience. Sport for persons with a disability is growing on a national and international level

### **Commonwealth Games Federation**

The Commonwealth Games Federation (CGF) is the international organisation responsible for the direction and control of the Commonwealth Games and Commonwealth Youth Games, and is the foremost authority in matters relating to the games. The headquarters of CGF are located in London, England, United Kingdom.

#### **History**

Due to the success of the first 1930 British Empire Games in Hamilton, Canada, a meeting of representatives from Great Britain, its colonies and territories decided that the games, similar to the Olympic Games should be held every four years, and that an authoritative organisation should be formed. Following the 1932 Summer Olympics, it was decided to form the "British Empire Games Federation" who would be responsible for the organising of the games. The name of the federation was changed in 1952 to the "British Empire and Commonwealth Games Federation", and again in Jamaica in 1966 to the "British Commonwealth Games Federation", until eventually being changed again in Christchurch, New Zealand in 1974 to the "Commonwealth Games Federation".

#### **Organisation**

The federation is governed by the General Assembly and Executive Board:

## General Assembly

The General Assembly is the ultimate governance and authority in the CGF with powers to vote on decisions, including on which cities and Commonwealth Games Association's will host the Commonwealth Games. It consists of 3 or more representatives of a 'Commonwealth Games Association' (CGA) of each member countries and territories, the Vice-Patron, Life Vice-Presidents and the members of the Executive Board.

Sessions of the General Assembly are chaired by the CGF President, with each CGA and the President having one vote. However the Vice-Patron, Life Vice-Presidents, the Executive Board, representatives of an Organising Committee (OC) of a Commonwealth Games and observers invited by the President may deliberate but do not have voting powers at the General Assembly.

The Executive Board are representative of the Commonwealth Games Associations (CGA) which form the General Assembly, and have authority to act on behalf of the federation concerning the games. The board consists of the ex officio Vice-Patron (currently, HRH The Earl of Wessex), the President, six officers of CGF and six Vice-Presidents representing, and being responsible for the CGA's in the 6 regions of the CGF (Africa, Americas, Asia, Caribbean, Europe and Oceania).

Members of the Executive Board are either elected or appointed, generally holding office from their date of appointment to the conclusion of the General Assembly held in the year following the next Commonwealth Games, some being re-elected or re-appointed. The Vice-Patron is elected at the General Assembly and usually remains in office for life.

## Asian Games Federation

The Asian Games Federation (AGF) was the governing body of sports in Asia from 1949 to 1981. The federation was disbanded on 26 November 1981, in New Delhi and replaced by the Olympic Council of Asia. The AGF was responsible for the organisation of the Asian Games from 1951 to 1978. The Federation was established on 13 February 1949, in a meeting held in Patiala House in New Delhi.

## Establishment

In March 1947, Jawaharlal Nehru, who later became the first prime minister of India, held the Asian Relations Conference in New Delhi—a meeting with a prospect to bring the possibility of Asian Games under the attention of participating countries. Before the conference, Guru Dutt Sondhi, who was the member of the International Olympic Committee for India, encouraged Yadavindra Singh, Maharaja of Patiala and the then-president of the Indian Olympic Association (IOA), to communicate with meeting attendees to establish the Asian Games Federation. The proposal was not acknowledged by some representatives and the rest, who approved, refused to make any commitment.

In July 1947, the IOA, which initially was advocating the organisation of Games, retracted its patronage for unknown reasons. Sondhi found an alternative; rather than organising a multi-sport event, for which he needed an approval of the IOA, he opted for a single event championship titled the Asian Athletic Championships—a track and field event. Sondhi, who was also the president of the Amateur Athletic Federation of India (AAFI) (now Athletics Federation of India), received the consent of federation in February 1948. Yadavindra, on the request of Sondhi, became the president of the organising committee for the Championship, and Sondhi took the position of chairman. In early July, formal invitations were sent to various Asian countries, backed by the letter from the AAFI. But the response was not positive as there was a scheduling conflict with the 1948 Summer Olympics, which were scheduled from 29 July.

## National Games

The National Games of India comprises various disciplines in which sportsmen from the different states of India participate against each other. The country's first few Olympic Games, now renamed as National Games, were held in North India (Delhi, Lahore, Allahabad, Patiala), Madras, Calcutta, and Bombay.

### Indian Olympic Games (Early National Games)

In the early 1920s, the Indian chapter of the Olympic movement was born, and India participated in the 1920 Antwerp Olympics. As part of this movement, a provisional Indian Olympic Association (IOA) came about by 1924, and the Indian Olympic Games were held in Feb 1924 in Delhi to select Indian competitors for the 1924 Paris Olympics. IOA Secretary Dr. Noehren wrote about these games as follows: "The All India Athletic Carnival, the greatest and most representative gathering of its kind ever to be held in India, was recently celebrated in Delhi...Seventy athletes, representing practically every province and State in the Empire, comprising Hindus, Muslims, Anglo-Indians and Sinhalese, ate their food around the same table and mingled intimately in the cramped and uncomfortable quarters provided."

The games were then held every two years, and were renamed as National Games during the 9th Games in Bombay in 1940. The Indian Olympic Association, the sports organising body of the nation, mooted the concept of the National Games to promote the development of sports and of the Olympic movement in India, and was responsible for host city selection.

Each games was organised by the host city sports association, and each had its unique challenges. For example, in late 1949, the Bengal Provincial Olympic Association, whose turn it was to hold the next national games, could not do so, and the IOA President Maharaja of Patiala then asked Bombay to host the games; it had just three months to organise the event. Bombay government ministers and Bombay olympic association officials then worked to hold the 1950 National Games in Bombay in early February 1950.

While held at various cities, the organisation of each national games was roughly similar, with an overarching 'Jury of Honour and Appeal' comprising the main officials for the games; and other officials such as a General Manager and Managers; Referee; Official Surveyor; Judges; Starters; Clerks of the Course; Recorders; Announcers; Scorers; Marshals; and Photographers.



For example, at the 11th Games in Patiala, Feb 1944, the Jury of Honor and Appeal comprised: Moinul Haq (Chair), N.Ahmed, SK Mukherjee, S de Noronha, S Bhoot, JN Khosla, Raja Birindra Singh, AC Dass, MS Ahluwalia, BR Kagal, CR Dhodapkar, Nawab Hussain, SV Lingras, RS Dr Kailash Singh, NN Kunzru, and PK Varghese. And the officials included 6 Managers for various sports, General Manager R S Kirpanarain, announcers Basir Ali Sheikh and Prem Kumar, and several judges.

At the 13th Games in Lucknow, Feb. 1948, the Jury of Honour and Appeal comprised: Moinul Haq (Chair), M Sultan, S Bhoot, DN Sharma, MG Nageshkar, Raja Bhalinder Singh, BC Holanti, Rameshwar Dayal, S de Noronha, PK Verghese, N Ahmed, AC Das, Kripa Narain, PC Joshi, GD Sondhi, Janki Das, Harbail Singh, Vasant Captain, and AR Khanna. And the officials included General Manager M. Sultan and 8 Managers for various sports; Referee G D Sondhi; Official Surveyors G D Sondhi, N Ahmed, S Bhoot, and M Sultan; announcer D Abraham; and several judges and other officials.

At the 14th Games in Bombay, Feb 1950, the Jury of Honour and Appeal comprised: G D Sondhi (Chair), N Ahmed, R Narain, S Bhoot, M Sultan, R Dayal, F C Aurora, S S Dhawan, Bhalinder Singh, M G Nageskar, A S DeMello, S K Basu, B C Mahante, and C C Abraham. And the officials included Referee Moinul Haq; Manager in Chief Sohrab Bhoot; Managers Nariman Saugar and Y A Gole; announcer David Abraham; and judges and other officials.

### **3. Sports Authority of India (SAI)**

The Sports Authority of India (SAI) is an apex National Sports body set up in 1984 by the Ministry of Youth Affairs and Sports of Government of India for the development of sport in India. SAI has 2 Sports Academic institutions, 10 "SAI Regional Centres" (SRC), 14 "Centre of Excellence" (COE/COX), 56 "Sports Training Centres" (STC) and 20 "Special Area Games" (SAG). In addition, SAI also manages Netaji Subhash High Altitude Training Centre (Shilaroo, Himachal Pradesh) as well as 5 stadiums in the national capital of Delhi, such as Jawaharlal Nehru Stadium

(also serves as national head office of SAI), Indira Gandhi Arena, Dhyan Chand National Stadium, SPM Swimming Pool Complex and Dr. Karni Singh Shooting Range.

Two "SAI Sports Academic" institutions are Netaji Subhas National Institute of Sports (at Patiala in Punjab) and Lakshmibai National College of Physical Education (at Thiruvananthapuram in Kerala), conducting research and running certificate to PhD level courses in physical education and sports medicine

Ten "SAI Regional Centres" (SRC) are located at (clockwise from north) Chandigarh, Sonapat, Lucknow, Guwahati, Imphal, Kolkata, Bhopal, Bengaluru, Mumbai and Gandhinagar

Fourteen "Centre of Excellences" (COE/COX) have a total of nearly 600 trainees in 18 sports (2014 figure), such as Archery, Athletics, Boxing, Cycling, Fencing, Gymnastics, Hockey, Judo, Kabaddi, Kayaking and Canoeing, Rowing, Swimming, Table Tennis, Taekwondo, Volleyball, Weightlifting, Wrestling and Wushu.[6] 15 COE are at (clockwise from north) Patiala, Sonapat, Hisar (Haryana), Shillong, Imphal (Manipur), Kolkata, Jagatpur (Odisha), Bhopal, Bengaluru, Thiruvananthapuram (Trivandrum), Alappuzha (Kerala), Kandivali (Mumbai), Aurangabad (Maharashtra) and Gandhinagar (Gujarat).

Twenty "Special Area Games" (SAG) are located at (clockwise from north) Kargil, Kishanganj (Bihar), Gidhaur (Bihar), Ranchi (Jharkhand), Namchi (Sikkim), Naharlagun (Assam), Kokrajhar (Assam), Tinsukia (Assam), Imphal (Manipur), Utlu (village in Nambol, Manipur), Agartala (Tripura), Aizwal (Mizoram), Bolpur (West Bengal), Jagatpur (Odisha), Sundergarh (Odisha), Dhar (Madhya Pradesh), Port Blair (Andaman and Nicobar Islands), Alappuzha (Kerala), Tellicherry (Trivandrum), Mayiladuthurai (Tamil Nadu).

#### **4. News Sources for Sports Journalism**

Social media provide the opportunity to bypass sports journalism's gatekeeping function and to disseminate sports-related information to target groups directly. Thus, social media have been conceptualized as a competitor to journalism. We argue that the relation is much more diverse. We

differentiate between competitive, integrative, and complementary facets of the relationship between sports journalism and social media. Our study focuses on complementarity and analyzes how far social and mainstream media serve as sources for each other. Therefore, we combine an online survey among 122 German sports journalists, an analysis of the Twitter networks of German sports journalists during the Winter Olympics 2014, and a content analysis of the most popular news items in social media. Results suggest that sports journalists perceive social media accounts of athletes as beneficial news sources, especially to gather inside information. Huge sports events influence the social media activities of sports journalists as they tend to have stronger connections to athletes at these times. Whereas social media appear to be significant sources for sports journalism, sports media content receives little attention in social media. However, our results indicate that sports journalism and social media indeed maintain a complementary relation.

## **Unit II: [Sports Reporting and Writing]**

1. News Values and Ethics for Sports Reporting and Writing
2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Info-graphics, Layout of Sports News

### **1. News Values and Ethics for Sports Reporting and Writing**

Sports Journalism introduces students to sports reporting careers and to the writing style sports writers and media relations professionals use. The book stresses the importance of basic writing fundamentals and high ethical standards, essential values for sports journalists. Introductory chapters acquaint readers with issues and challenges in an industry in transition: changing technology, multimedia capability, citizen journalists and bloggers, shrinking news holes, and the deadline-dictated lifestyle of sports journalists. Skills chapters elaborate on news values and the conventions of journalism as they apply to sports writing. From leads to nut grafts, inverted pyramid to Model T, simple sentences to headlines, interviewing to using quotations, Sports Journalism focuses on the basics. The book expands the writer's experience into building

relationships with sources and media contacts, using numbers and statistics, practicing AP style, and abiding by legal and ethical standards. An easily accessible format uses checklists, illustrations, and anecdotes to show story organization, news release format, news conference protocol, and media guide content. Chapters include suggested exercises and activities.

## **2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, <sup>L</sup><sub>SEP</sub> Column, News Story and Game Story**

### **Feature**

#### Enduring Understanding

The sports feature is an essential aspect of sports coverage, meant to complement and add human interest and meaning to day-to-day coverage of sporting events.

#### Essential Questions

What are the principles needed to put together an effective and compelling sports feature? How important are reportorial, explanatory, narrative and descriptive modes to sports features?

#### Objectives and Outcome

Students will gain an understanding of the elements of a compelling sports feature and, by the end of the term, conceptualize and produce their own sports feature pieces.

#### Suggested Time

Two weeks

#### Resources and Materials

Teachers should compile several compelling sports features – broadcast, print and radio – for use and demonstration in class. An excellent example of a print feature story can be found in the July 5, 2005, edition of The Washington Post sports section, entitled “A Legendary Career That Speaks for Itself” at [www.washpost.com/nie](http://www.washpost.com/nie). In ‘Lessons’ select “From Print to Air.”

“Former President Had A Passion for Sports; He Played Football, Announced Baseball” by William Gildea, The Washington Post, June 6, 2004 at [www.washpost.com/nie](http://www.washpost.com/nie). In ‘Lessons’ select “From Print to Air.”



## Game Story

### THE STRAIGHT-LEDE GAME STORY

The straight-lede game story is the most basic story in all of sportswriting. It's just what it sounds like: an article about a game that uses a straight-news type of lede. The lede summarizes the main points—who won, who lost, the score, and what the star player did.

Here's an example of this kind of lede:

Quarterback Pete Faust threw three touchdown passes to lead the Jefferson High School Eagles to a 21-7 victory over crosstown rival McKinley High.

The rest of the story follows from there, with an account of the big plays and playmakers, and after-game quotes from coaches and players. Because they often focus on high school and small-college teams, straight-lede game stories tend to be fairly tightly written.

Straight-lede game stories are still used for coverage of high school and some college sports. But they're used less nowadays for pro sports. Why? Because pro sports are seen on TV and most fans of a particular team know the score of a game long before they read about it.

### THE FEATURE-LEDE GAME STORY

Feature-lede game stories are common for pro sports. Readers usually already know the score of pro games as soon as they're done, so when they pick up a sports section they want stories they offer a different angle on what happened and why.

Here's an example of a game story feature lede:

It had rained all that day in the city of brotherly love, so when the Philadelphia Eagles took the field the ground was already a soggy mess—much like the game that would follow.

So it was somehow fitting that the Eagles would lose 31-7 to the Dallas Cowboys in a contest that was one of the worst of quarterback Donovan McNabb's career.

McNabb threw two interceptions and fumbled the ball three times.

The story starts out with some description and doesn't get to the final score until the second paragraph. Again, that's fine: readers will already know the score. It's the writer's job to give them something more.

Delayed-lede game stories tend to be a bit more in-depth than straight-lede stories, and as a result are often longer.

### **3. Sports Photography: Equipment, Editing, Publishing and Uploading**

Sports photography refers to the genre of photography that covers all types of sports.

In the majority of cases, professional sports photography is a branch of photojournalism, while amateur sports photography, such as photos of children playing association football, is a branch of vernacular photography.

The main application of professional sports photography is for editorial purposes; dedicated sports photographers usually work for newspapers, major wire agencies or dedicated sports magazines. However, sports photography is also used for advertising purposes both to build a brand and as well as to promote a sport in a way that cannot be accomplished by editorial means.

#### **Equipment**

Equipment typically used for sports photography includes a digital single-lens reflex (DSLR) camera with high continuous shooting speeds and interchangeable lenses ranging from 14mm to 400mm or longer in focal length, depending on the type of sport. The proper lenses are very important as they allow the photographer to reach closer or farther as quickly as possible to keep up with the game play. Essential accessories include a monopod or tripod for stability and extra

batteries. Longer focal length lenses are typically used to photograph action in sports such as football, while wide angle lenses can be used for sideline and close-up athlete photos.

### Camera bodies

The preferred camera bodies for modern sports photography have fast autofocus and high burst rates, typically 8 frames per second or faster. The current flagship sports cameras produced by Canon and Nikon are the Canon EOS-1D X Mark II and the Nikon D5; these are popular in professional sports photography.

### Lenses

#### Super Telephoto lenses

Different sports favor different lenses, but sports photography usually requires fast (wide aperture) telephoto lenses, with fast autofocus performance. Fast autofocus is needed to focus on movement, telephoto to get close to the action, and wide aperture for several reasons:

The background is dramatically put out of focus due to a shallow depth of field, resulting in better subject isolation.

The lenses can focus more quickly due to the increase in light entering the lens – important with fast-moving action.

Faster shutter speeds can be used to freeze the action.

Extremely wide apertures (such as f/1.2 or f/1.4) are more rarely used, because at these apertures the depth of field is very shallow, which makes focusing more difficult and slows down autofocus. The main distinction is between outdoor sports and indoor sports – in outdoor sports the distances are greater and the light brighter, while in indoor sports the distances are lesser and the light dimmer. Accordingly, outdoor sports tend to have longer focal length long focus lenses with slower apertures, while indoor sports tend to have shorter lenses with faster apertures.

Both zoom and prime lenses are used; zoom lenses (generally in the 70–200, 75–300, 100–400 or 200–400 range) allow a greater range of framing; primes are faster, cheaper, lighter, and optically superior, but are more restricted in framing. As an example the Nikon AF-S NIKKOR 400mm

f/2.8G ED VR AF lens and the Canon EF 300mm f/2.8L IS II USM lens are both fixed telephoto lenses which cannot zoom.

Apertures of f/2.8 or faster are most often used, though f/4 is also found, particularly on brighter days. Particularly visible are the Canon super telephoto lenses, whose distinctive white casing (to dissipate the sun's heat) is recognizable at many sporting events. Of these, the Canon 400mm f/2.8 is particularly recommended for field sports such as football.

This varies with sport and preference; for example golf photographers may prefer to use a 500mm f/4 as opposed to a 400mm f/2.8 as it is a lighter lens to be carried around all day.

#### Remote cameras

Sports photographers may use remote cameras triggered by wireless shutter devices (i.e. Pocket Wizards) to photograph from places they could not otherwise stay, for example in an elevated position such as above a basketball basket, or to be in two places at once, i.e. at the start and the finish - such as at horse racing.[citation needed]

#### Technique

Location is often important for sports photography. At big events, professional photographers often shoot from VIP spots with the best views, usually as close to the action as possible. Most sports require the photographer to frame their images with speed and adjust camera settings spontaneously to prevent blurring or incorrect exposure. Some sports photography is also done from a distance to give the game a unique effect.

#### Panning

Shutter speed is critical to catching motion[5], thus sports photography is often done in shutter priority mode or manual. A frequent goal is to capture an instant with minimal blur, in which case a minimal shutter speed is desired, but in other cases a slower shutter speed is used so that blur shows to capture the motion, not simply the instant. A particular technique is panning, where the camera uses an intermediate shutter speed and pans with the subject, yielding a relatively sharp



subject and a background blurred in the direction of motion, yielding a sense of speed – compare speed lines.

ISO speed is often high (to allow faster shutter speeds) and may be left in auto.

Photos are often taken in burst mode to capture the best moment, sometimes in combination with JPEG rather than RAW shooting (JPEG files being smaller, these allow longer bursts).

Strip photography

Further information: Strip photography

While the vast majority of sports photography focuses on capturing a moment, possibly with some blur, the technique of strip photography is sometimes used to instead show motion over time. This is most prominent in a photo finish, but can also be used for other purposes, often yielding unusually distorted images.

#### 4. Editing and Use of Info-graphics

Infographics are widely used in print media, hoardings, advertising, education, publications and even in corporate collaterals. In newspapers, infographics are commonly used to show the weather, as well as maps and site plans for newsworthy events, and graphs for statistical data.

As the printed newspaper approaches the 21st Century, the increased use of charts, maps and other graphic devices continues to affect both its appearance and means of telling the story. The recent design revolution, which has brought modular design, informational graphics and increased color, has made today's newspaper more attractive, more navigable and easier to comprehend than ever before (Utt and Pasternack 2000). About 90 percent of graphics editors in a 1993 study said that the primary role of graphics was to supplement textual material. At the same time, nearly all said informational graphics made the newspaper easier to understand and more attractive. 1991 the "Poynter Institute", one of the most important center for training journalists in the United States, has conducted a study called "Eyetrack" that analyzes and records the way that readers see and

navigate through the pages of newspaper, identifying entry points to the page and which elements attract attention and motivate them to read the text of the information.

The results were very favorable for infography, the main findings of the research stated that 77% enter to the page visually because of the infographics, 61% because of the photography and 36% because of the headline. 87% of readers who see an infographic read the text and 41% read the text because of the headline. Infography is the genre that catches a reader on the page longer than others. Scientific studies as the one developed by the

University (Sweden), presented in the new edition of Malofiej, showed that infography is the genre that catches readers on the page more time than the others. Because of its nature and its features, the infographics attract the curiosity of readers, who understand well the visual and extremely fragmented language

Visual titles and infographics in the newsroom which have evolved as a result of the convergence of online and print news are Visual Editor, Visual Journalist, and Web Director depending on “which skills are used to manage visuals” (Zavoina and Reichert 2000).

### Components of Info graphics

With the use of various components in combination, a well defined Infographics can be designed which can be simple to understand and influential to attract readers. Charts, flowcharts, diagrams, maps, mind maps, signs, typographic text are commonly used in designing infographics. Graphics can be defined as translations of numbers in the form of a drawing, design or plan to explain or illustrate something, Paul Lewi (2006). A chart is a graphical representation of data, in which "the data is represented by symbols, such as bars in a bar chart, lines in a line chart, or slices in a pie chart". A flowchart is a type of diagram that represents an algorithm or process, showing the steps as boxes of various kinds, and their order by connecting these with arrows. This diagrammatic representation can give a step- by-step solution to a given problem. Histogram is a graphical representation, showing a visual impression of the distribution of data. A graphic (such as a chart or diagram) depicting the relationship between two or more variables used, for instance, in visualizing scientific data. A map is a visual representation of an area .

## Layout of Sports News



## Unit III: [Sports Management and Organisations]

1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues
2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media
3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)
4. The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

## 1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues

**Sport management** is the field of business dealing with sports and recreation. Some examples of sport managers include the front office system in professional sports, college sports managers,



recreational sport managers, sports marketing, event management, facility management, sports economics, sport finance, and sports information.

Bachelor's and master's degrees in sport management are offered by many colleges and universities.<sup>[1][2]</sup> A number of classes outside sport management may be relevant to the field, including; classes in management, marketing, business administration, economics, and accounting. Internships may also open opportunities within the field.

In America, jobs in sport management include working for professional programs like the NFL, NBA, MLB, NHL, MLS, and other professional or non-professional sport leagues in terms of marketing, health, and promotions.

Planning

Print Friendly

Send to Colleague

Presenting Circumstances

Athletics Director or senior management concern that:

current program goals and objectives are not clear, focused and measurable

athletics department resources are insufficient to achieve currently stated program goals or objectives; and/or

Athletics director or institutional management desires comprehensive plan to guide athletics department growth over the next three to five years and such a strategic plan does not exist; and/or

Athletics Director or institutional management concerned that while a strategic plan exists, it has not been translated to measurable goals and objectives, current year action plans and/or three to five year financial projections; and/or

Athletics program is confronting any of the following challenges:

absence of consensus about the goals of the athletics program or emphasis on selected sports  
staff burn-out, employee retention challenges

pressure to grow one or two sports while pursuing gender equity and lack of financial resources to do both

lack of planning and organizational skills by athletics director whose competence is exemplary in other critical areas



concern for appropriateness of competitive division and/or conference affiliation

gender/minority equity challenges

### **Overview of Consultant Deliverables**

Review of all current strategic planning documents; assessment of the current financial and program status of the athletics department

Guide athletics director, senior staff and faculty athletics council through a strategic analysis of strengths, weaknesses, opportunities and threats (SWOT) with regard to:

Management and staff capabilities

Sports programs

Athletic department and sport reputations

Management information systems

Financial systems

Office technology capabilities

Sport facilities

The strategic analysis will include the following methodologies:

Collecting internal and external stakeholders' perceptions about the athletics department and specific sport programs

Evaluating the athletics program's impact on student-athletes and the student/faculty community

Cost/benefit analysis

Sport by sport and overall program competitive analysis

Assessment of strategies being utilized

Survey and data gathering to identify concerns of institutional officers, trustees, faculty, staff, student-athletes, donors and other stakeholders

Review and assess data to determine critical issues and solution options

Guide athletics director, senior staff and faculty athletics council determination of:

Vision and mission statements

Goals

Priority strategies

Measurable objectives

Guide athletics director and senior staff in the determination of:

primary communications statements/plans

twelve month action plans including responsibilities and deadlines

twelve month operating budget

management critical indicator reporting system to oversee action plan progress

revision of internal and external documents to reflect strategic plan

Formal presentation, upon request, of results to athletics department staff, executive officers of institution and/or trustees of the institution

Conduct evaluation of strategic planning process and results

## **2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media**

Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote the sport or to promote something other than sport through sports. Sport marketing is also designed to meet the needs and wants of the consumer through exchange processes.[1] These strategies follow the traditional four "P"'s of general marketing Product, Price, Promotion and Place, another four "P"'s are added to sport marketing, relating to the fact sports are considered to be a service. The additional 4 P's are: Planning, Packaging, Positioning and Perception. The addition of the four extra elements is called the "sport marketing mix." Sports marketing is an element of sports promotion which involves a wide variety of sectors of the sport industry including broadcasting, advertising, social media, digital platforms, ticket sales, and community relations.

Sports marketing is divided into three sectors. The first is the advertising of sport and sports associations such as the Olympics, Spanish Football league and the NFL, as well as sport teams like Real Madrid and the New York Yankees. The second concerns the use of sporting events, sporting teams and individual athletes to promote various products. The third category is the

promotion of sport to the public in order to increase participation. In the first case, the promotion is directly related to sports. In the second case, the products can but do not have to be directly related to sports. When the promotion is about sports in general, the use of this kind of strategy is called “Marketing of Sports.” When the promotion is not about the sports but sports events, athletes, teams or leagues are used to promote different products, the marketing strategy is denominated “Marketing through sports.” When the promotion is about increasing participation among the public, it is called “Grassroots Sports Marketing.” To promote the products or services, the companies and associations use different channels such as sponsorships of teams or athletes, television or radio advertisement during the different broadcast sports events and celebrations, and/or advertisement on sporting venues.

“Street marketing of sport” considers sport marketing through billboards on the street and also through urban elements (street lighters and sidewalks, etc.) to help promote and gain publicity during major worldwide sporting events such as the Football World Cup, the Olympic Games, or the Super Bowl.

### **3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)**

A directory of emerging sports leagues and organizations

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Billiard Congress of America

4345 Beverly St., Suite D

Colorado Springs, CO 80918

Phone: (719) 264-8300

Web site: bca-pool.com

Top executives: Stephen Ducoff, executive director; Amy Long, director of marketing and business development; John Lewis, leagues and programs director; Eileen Johnston, controller

Corporate partners (since): Billiards Digest (1999), Championship Billiard Fabric (2003), Choice Hotels (2003), Cuetec Cues (2002), Imperial International (2003), Kasson (2003), McDermott Cues (2003), Sardo Tight Rack (2001), Tweeten Fibre Co. (1999), American Poolplayers Association (2002)

Women's Professional Billiard Association

6407 South Blvd.

Charlotte, NC 28217

Phone: (704) 556-1128

Web site: wpba.com

Top executives: Jan McWorter, president; Kelly Oyama, vice president; Stuart Mattana, treasurer; Candi Rego, secretary

Corporate partners: American Poolplayers Association, Brunswick Billiards, Cuetec Cues, Iwan Simonis, Sardo Tight Rack

Professional Bowlers Association

719 Second Ave., Suite 701

Seattle, WA 98104

Phone: (206) 332-9688

Web site: pba.com

Top executives: Chris Peters, owner/chairman; Rob Glaser, owner/board member; Mike Slade, owner/board member; Steve Miller, president and CEO; Mark Bisbing, vice president, tournament operations; Chip Zielke, vice president, strategic business development; Dan Zucker, vice president, sales and sponsorship; Fred Schreyer, COO and general counsel; Karla Horwitz, chief financial officer

Corporate partners (since): Cambridge Credit Counseling (2002), ConAgra Foods/Banquet (2002), Days Inn (2002), Dexter Footwear (2001), Geico Direct (2003), Jackson Hewitt Tax Services (2002), Miller Brewing Co. (2000), Odor-Eaters (2002), Pep Boys (2003), Pepsi-Cola N.A. (2002), VIA Bowling Products (2002)



### Professional Women's Bowling Association

7171 Cherryvale Blvd.

Rockford, IL 61112

Phone: (815) 332-5756

Web site: pwba.com

Top executives: John R. Sommer Jr., chairman; John Falzone, president; Jan Schmidt, marketing director; Gary Kohn, media director

Corporate partners (since): Ebonite International (1983), Miller Brewing Co. (2001), Pepsi-Cola N.A. (2003), Storm Products (1995), Wheelchair Bowlers Inc. (1998), Women's International Bowling Congress (1998)

### Major Indoor Soccer League

1175 Post Road East

Westport, CT 06880

Phone: (203) 222-4900

Web site: misl.net

Top executives: Steve Ryan, commissioner; Harry M. Stokes, vice president, finance and administration; Steve Flatow, vice president, sales and business development; David Grimaldi, director, soccer operations; Herb Silva, director of officials; Lou Corletto, director, communications

Corporate partners (since): MBNA (2001), Reebok (2002), Spalding (2001)

Note: In the fall of 2001, the Major Indoor Soccer League merged with the National Professional Soccer League and kept the MISL name. Last year, the World Indoor Soccer League merged with the MISL. The new league kept the MISL moniker but began with a new business model and operated as first-year league. Partners listed may have had an association with the former leagues.

### Major League Lacrosse

One Harmon Plaza, Third Floor

Secaucus, NJ 07094

Phone: (201) 325-0800

Web site: [majorleaguelacrosse.com](http://majorleaguelacrosse.com)

Top executives: Jake Steinfeld, founder; Matthew Pace, executive director; Harvey Rubin, chief financial officer; Richard Ryan, chief sponsorship and marketing officer

Corporate partners (since): Amtrak (2002), Anheuser-Busch Cos. (2001), Bally Total Fitness (2002), Body by Jake (2000), Brain Pad (2002), ESPN The Magazine (2002), Great Atlantic (2000), Host Communications (2001), MBNA Corp. (2001), Merrill Lynch (2001), Old Spice (2002), Reebok (2000), SoBe (2000), SportHelmets (2001), Warrior Lacrosse (2000), Yahoo! Sports (2000)

National Lacrosse League

1212 Avenue of the Americas, Fifth Floor

New York, NY 10036

Phone: (917) 510-9200

Web site: [nll.com](http://nll.com)

Top executives: Jim Jennings, commissioner; Ben DeLuca, director of lacrosse operations; George Daniel, deputy commissioner and general counsel; Doug Fritts, director of public relations

Corporate partners (since): U.S. sponsors: Cambridge/Brighton Budget Planning Corp. (2003), Gait Helmets (2003), Labatt Brewing Co./Labatt Blue (2002), MBNA Corp. (2001), Mohawk International Lacrosse (1998). Canadian sponsors: BellSouth Mobility (2002), Black & Decker Corp. (2002), Canon Inc. (2001), Government of Canada (2001), HotJobs.ca (2001), Jamieson Vitamins (2003), Mazda Motor Corp. (2002), Molson Breweries (1999), New York Fries (2002), Speedy Auto Service (2001), Tissot Watches S.A. (2001), Warner Bros. (2001), Wendy's International Inc. (2000), Wyeth Consumer Healthcare/Advil (2002), Yamaha Motor Canada Ltd. (2000)

Professional Bull Riders

Six South Tejon, Suite 700

Colorado Springs, CO 80903

Phone: (719) 471-3008

Web site: [pbrnow.com](http://pbrnow.com)

Top executives: Tuff Hedeman, president; Randy Bernard, chief executive officer; Sean Gleason, chief operating officer; Richard Perkins, chief financial officer

Corporate partners (since): B & W Trailer Hitches (2002), Bow Tech (2003), Bud Light (1994), Carhartt (1998), Carquest (2003), Caterpillar (2003), Ford Trucks (2000), HealthSouth (1998), Jack Daniel's (1995), Las Vegas (1997), Lucchese Boots (2001), Mandalay Bay (2003), Mossy Oak Brand Camo (1999), Resistol Hats (1997), U.S. Smokeless Tobacco Co. (1999), Wrangler Jeans (1996)

Professional Rodeo Cowboys Association

101 ProRodeo Drive

Colorado Springs, CO 80919

Phone: (719) 593-8840

Web site: prorodeo.com

Top executives: Steve Hatchell, chief executive officer; Pat McAteer, chief financial officer; Steve Rempelos, executive vice president, PRCA Properties

Corporate partners (since): Coors (1980), Dodge (1980), Dr Pepper (2001), Jack Daniel's (2000), Justin Boots (1980), Las Vegas Convention and Visitors Authority (1985), Montana Silversmiths (2000), Pace Salsa (2002), Resistol Hats (1959), U.S. Marines (2002), U.S. Smokeless Tobacco Co. (1985), Wrangler (1952)

Bass Anglers Sportsman Society

5845 Carmichael Road

Montgomery, AL 36117

Phone: (334) 272-9530

Web site: bassmaster.com

Top executives: Michael Rooney, senior vice president and general manager, ESPN Outdoors; Nick Seifert, vice president, sponsorship and advertising sales, ESPN Outdoors; Dean Kessel, vice president and general manager, B.A.S.S.

Corporate partners: Abu Garcia, Anheuser-Busch Cos., Armstrong Industrial Hand Tools, Bass Cat Boats, Bass Pro Shops, Berkley, Chevy Trucks, Citgo, Diamond Cut Jeans, First USA Visa Card,

Flowmaster Exhaust Systems, G3 Boats, Kumho Tires, Lowrance Electronics, Mercury Marine, Motorguide Trolling Motors, Progressive Insurance, Skeeter Boats, Triton Boats, Yamaha Engines

Wal-Mart FLW Outdoors

30 Gamble Lane

Benton, KY 42025

Phone: (270) 252-1000

Web site: flwoutdoors.com

Top executives: Irwin L. Jacobs, chairman; Charlie Hoover, president and CEO; Charlie Evans, executive vice president; Kathy Fennel, vice president of operations.

Corporate partners: Abu Garcia, Act II Popcorn, Banana Boat, Berkley, BFGoodrich Tires, Castrol, Champion Boats, Chevy Trucks, David Sunflower Seeds, Eagle Claw, Eagle Electronics, Energizer, EverStart Batteries, Evinrude Outboards, Faded Glory, Field & Stream, Folgers Jakada, Frito-Lay, Fujifilm, Hellmann's, Hover/Lures, Kellogg's, Land O' Lakes, Lawry's, Lipton Sides, Maxwell House, Minn Kota, Newell Rubbermaid, Pedigree, Plano Tackle Systems, Poulan/Weed Eater, Ranger Boats, 7Up, Shop-Vac, Skippy, Snickers, Solar Bat, Stanley Tools, Stratos U.S. Bank, Wal-Mart, WalMart.com, Yamaha Motors

#### **Unit IV: [Emerging Trends and Opportunities in Sports]**

1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles
2. New Trends in Sports Journalism: E-magazines and Blogs
3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports
4. Future of Sports Journalism and Career Opportunities

1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles



## Web Commentaries

In sports broadcasting, a sports commentator (also known as sports announcer, sportscaster or play-by-play announcer) gives a running commentary of a game or event in real time, usually during a live broadcast, traditionally delivered in the historical present tense. The comments are normally a voiceover, with the sounds of the action and spectators also heard in the background. In the case of television commentary, the commentators are on screen rarely if at all during the event (although they may appear on camera at the start or near the end of the broadcast).

## Sportscast

a television or radio broadcast of a sports event or of news about sports

## 2. New Trends in Sports Journalism: E-magazines and Blogs

A new reach

But really it has been the development of the World Wide Web over the last 15 years or so which has utterly transformed the publishing landscape in our era. For mainstream journalism this has meant vastly increased distribution. The UK's major newspapers now have audited global monthly audience figures measured in the tens of millions, at a time when printed circulation continues a long-term decline.

## A stand selling the Belfast Telegraph

A newspaper seller in Belfast. Photograph by TBSteve on Flickr, used with permission.

It used to be the case that if I wanted to read the Belfast Telegraph, I pretty much had to be in Belfast, and hand over some cash to the newspaper sellers and newsagents around the city. Now, of course, I can read the website for free from the comfort of my own home, whether that is in London, New York or New Delhi.

A new speed

Digital publishing has compressed the timescales for journalists and newspaper production staff. In years gone by, news of suicide bombers underground in the Russian capital would have meant producing a graphic for the following day's paper - a lead time of several hours. Nowadays, Paddy Allen has to get an interactive map of the bombing locations finished, accurate, and published on the website as quickly as possible.

Screenshot of a guardian.co.uk interactive map

Paddy Allen's interactive map of the Moscow Metro had to be produced much faster for publication on the web than a print only deadline would have demanded.

New voices

Advertisement

The world wide web also means increasing competition for newspapers. Not just from TV and radio companies that have moved into producing news in the written word format - the BBC News website is essentially a newspaper that doesn't happen to have a printed edition - but from newer companies and services like MSN and Yahoo!, and from a multitude of independent voices. The emergence of self-publishing platforms like the Geocities of old, or the Wordpress blog of today, has reduced the barrier and cost of publishing to virtually nothing.

New digital ethics

The growth of easy digital publishing technology brings with it new ethical dilemmas for journalists. Even as the press write scare stories that Facebook can give you cancer, sex diseases and is a danger to your children, newspapers use it as a valuable research tool.

Whenever a young person is in the news, Facebook or other similar social networks are usually a ready source of images. No longer does the news desk have to wait for a family to choose a cherished photo to hand over. A journalist can now lift photographs straight from social

networking sites, and often, in the most tragic cases, newspapers republish tributes to lost friends that have been posted online.

This leads to a new potential for ethical problems. The Scottish Sunday Express, for example, splashed with a story that survivors of the 1996 Dunblane massacre had been 'shaming' the memory of their fallen classmates on Facebook.

Scottish Sunday Express front page about Dunblane survivors

The Scottish Sunday Express was forced to apologise for this front page story 'exposing' the Internet social networking behaviour of Dunblane massacre survivors.

To most people it just seemed that they were acting like ordinary teenagers on social network sites, and that the 'outrage' was entirely manufactured by the paper. The Express was ultimately forced into an apology for the article, and in part this was because of an online petition of over 11,000 people protesting about the article.

A new accountability

It is Daily Mail columnist Jan Moir, however, who has become the text book example for this kind of thing. Moir wrote a column about Stephen Gately's death that was accused of being homophobic, and, with publication on the eve of his funeral, was at the very least extremely poorly timed.

Digital publishing and the growth of social media facilitated widespread protest against her piece, and as links to the article spread across the web, an unprecedented total of over 22,000 complaints were registered with the Press Complaints Commission.

Does this signal a new accountability for journalistic opinion?

Well, maybe not, since in the end, the PCC effectively brushed aside the complaints, and argued that Moir had a right to comment and express her opinion.

I don't think the episode was without consequence though. I'm not clear that many of those 22,000 people complaining would have even heard of the Press Complaints Commission before the #janmoir hashtag and Facebook campaign pages got going. They've now had a dispiriting experience of press self-regulation.

Subsequently, Rod Liddle has become the first person to have complaint about their online blog upheld by the PCC, because they ruled an opinion piece must have some basis in fact. The Liddle article was also widely complained about online, and this particular ruling may be the beginning of us seeing online protests having an impact on press accountability.

#### A new mobility

There is still an inequality in publishing - albeit one that I think sometimes journalists don't appreciate. Journalists still have exclusive access to newspaper audiences, and the technology developed by the news industry. But they also have access to all of the other freely available tools as well. When I look at a publishing platform like Tumblr, it sometimes seems like the only way you can't publish to the Internet is by folding up a message into a bottle and throwing it into the sea. Everything else - email, voice phone call, desktop app, iPhone app - is catered for.

#### Screenshot of the Tumblr dashboard

The Tumblr blogging service allows users to publish to the web via a huge range of options.

There is no reason why a journalist cannot use Tumblr or YouTube or Dipay to tell their story. They are not forbidden from using the same tools as the 'citizen journalist' or blogger. In fact, Paul Mason set up the first BBC News blog for Newsnight on Typepad, not BBC Online. Blogging was only subsequently integrated back into the BBC site when he had demonstrated that the medium had journalistic value.



Screenshot of Paul Mason's BBC Newsnig8t blog

Paul Mason's Newsnig8t blog was not originally hosted on BBC Online, but on the Typepad blogging service.

The amount of equipment needed to cover events has also drastically decreased. A single decent smartphone can replace the separate camera, sound recording equipment and laptop needed to report from events even just a couple of years ago.

So what trends in journalism do I see being driven by technology over the next couple of years?

Live blogging

"Live blogging" is becoming increasingly prevalent across news sites. Somewhat taking its shape from the over-by-over or minute-by-minute text sports commentary, these are rolling articles on a topic updated during the day as a story unfolds. There seems to have been a particular focus on them for this year's election campaign. At The Guardian, Andrew Sparrow has been leading the way.

A screenshot of Andrew Sparrow's Election 2010 Live Blog

Andrew Sparrow's "General election 2010 live blog" has been a prominent part of guardian.co.uk coverage of the campaign so far.

On any given day his election live blog will cover the main party press conferences, feature embedded video, commentary on the party campaigns, and prominent links to other web coverage of the election. It is very much a pick'n'mix hybrid type of coverage, and seems particularly native to the web. Unlike the traditional written article, or the two minute video or audio slot, you can't translate the live blog directly to another medium.

Linked Data

Another area where I expect to see technological innovation impact on journalism is the concept of 'Linked data'. This is a movement to make the web more 'semantic', taking us from a collection of

hyperlinked documents to a collection of hyperlinked data and facts. In some domain areas, like music, the principle is becoming well established, and media companies are already making use of it.

The site Musicbrainz provides a unique identifier for artists, which allows other sites to link their content about a band or singer with relevant related content. The Magnetic Fields are 3ff72a59-f39d-411d-9f93-2d4a86413013 for example, and so the BBC are able to make this page which gives an overview of the band by extracting a biography from Wikipedia, and automatically assembles other information about them from around the web. They are then able to link this to a list of when and where their music has been played on BBC Radio.

Screenshot of a BBC webpage about The Magnetic Fields

This BBC webpage about the band The Magnetic Fields uses 'Linked Data' to automatically aggregate content from sources such as Wikipedia and Musicbrainz.

The domain model to make these kinds of connections between news stories is more complex - but some of the building blocks are beginning to appear. Not least of these is the fact that the UK Government is committed to releasing data according to Linked Data standards, raising the possibility that every school or hospital, for example, will have permanent unique identifiers that can be applied to news content. This could significantly change the way that journalists research stories and make connections, and news organisations seem well placed to utilise this development to present the data-driven stories that will emerge to their mass audiences.

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Living Stories

A third trend is illustrated by Google's "Living Stories" project. This experiment was a partnership between the search and advertising behemoth, and two rather more traditional American media companies - the Washington Post and New York Times. "Living Stories" is a system that allows news organisations to build a hub page where a story unfolds.

I think there is something very attractive in this idea.

If you take, for example, the recent unrest in Kyrgyzstan, it is a fair bet that a significant proportion of your news audience will not have expert knowledge on the country. Rather than reading daily snapshots of 'what happened yesterday' written up as articles for print and trying to second guess the underlying causes, a "Living Stories" page gives an overview and timeline of a 'story', as well as the latest developments. This example is a New York Times page about the issue of climate change.

A Google 'Living Story' about climate change

A Google and New York Times 'Living Story' about the politics of climate change.

In my opinion the trial was not without flaws. For one thing, I find the aesthetic of the user-facing design to be a little on the dull side. Secondly, Google have open-sourced the code, and, having played with it, I'm not sure how popular or usable the back-end content management system would be in news rooms. Nevertheless, like "Live blogging", I think there is something very interesting in the format. Again it is genuinely 'of the medium', and only suited to working in a digital format.

Advertisement

Journalism in the digital age

One crucial thing to remember is that the concept of 'journalism' is a separate thing from the concept of running a newspaper. Whilst the recession and structural changes in the industry have put the business model of making and selling newspapers under severe strain, journalism in a digital age will undoubtedly continue. We'll no doubt see a change in the mix of whether news is produced by the professional, the pro-am, or the random passer-by who happens to be at the right place at the right time once with a cameraphone. From chronicle to broadside, from broadsheet to iPhone app, the format and delivery of news has always changed as a result of technological change and innovation, but the basic human behaviour of wanting to uncover, tell, and share stories of common interest always remains.

Martin Belam is Information Architect for [guardian.co.uk](http://guardian.co.uk)

Since you're here ...

... we have a small favour to ask. More people are reading the Guardian than ever but advertising revenues across the media are falling fast. And unlike many news organisations, we haven't put up a paywall – we want to keep our journalism as open as we can. So you can see why we need to ask for your help. The Guardian's independent, investigative journalism takes a lot of time, money and hard work to produce. But we do it because we believe our perspective matters – because it might well be your perspective, too.

### **Future of Sports Journalism and Career Opportunities**

There are many platforms for disseminating information and journalists everywhere need to know how to effectively communicate material on each type of medium. Big name colleges are aware of these changes; and they are varying the curriculum in their journalism programs to better prepare their students.

For instance, students at the University of North Carolina spent a semester studying Objective-C programming language and Apple's Xcode in a course about designing and developing mobile apps. Another case would be the "Glass Journalism" course offered at the University of Southern California. In this class, teams (composed of journalists, designers, and developers) work together to research and develop different types of news apps, designed specifically for the glass platform.

Journalism is heading into a different era, where technology and data are becoming more important. This is giving more people the opportunity to enter into the field. The downward trend of the news industry looks bleak, but sports journalism is one of the fastest growing forms of media; and with the incorporation of technology and data, it isn't slowing down anytime soon.



In sports, statistics mean everything, which makes data driven journalism important. This creates a strong need for numerically-savvy journalists who can filter data, process and analyze it, and present information in clear and meaningful ways.

Norm Lewis is a Professor at the University of Florida. He was the one who recognized the importance of data journalism.

“This semester, when Professor Lewis presented to our Advisory Council – made up of professionals – he brought two students to tell them about the data projects they’re working on,” said Ted Spiker, Interim Chair of the Journalism department at the University of Florida.

“When their session ended, many of the professionals got up and gave the students their business cards. I haven’t seen that happen before, and I’ve been here 13 years.”

Computer Science is also finding a way into the field of journalism. The mobile platform is becoming the main source of media, and schools are taking that into account. Schools such as the University of Nebraska and UC Berkeley have incorporated courses that help students learn mobile programming skills.

Another aspect that schools are trying to incorporate into their curriculum is Audience Analytics. This area of study focuses on how audiences respond when they are given information and how to build better strategies to reach these audiences. With social media becoming a main source of news, students will also learn how to effectively communicate the mass amounts of data on different social media platforms. Elon University introduced several classes in audience analytics and digital strategy this fall as part of its revamped journalism curriculum.

So what does this all mean for the future of sports journalism?

It all comes down to advanced analytics. Numbers drive the game of baseball, which contains statistics such as ERA, WAR, and OBP, for example. Data driven journalist will be able to present

these confusing numbers in a reasonable fashion, so that that the average baseball fan will understand them.

These types of journalists would also thrive in the football realm as well. For instance, player efficiency, quarterback rating and 40-yard dash times are all used when evaluating players. These numbers can also be used to see who will be the most effective player at the professional level.

Data driven journalist will be able use these statistics to create the most accurate player rankings system. ESPN has already implemented a segment in one of their shows called “Sports Science.” It examines how advanced analytics and the numerical-side of the game affect on the field performance. This particular field of journalism has the potential to grow exponentially; and as analytics becomes more descriptive and in-depth, who knows what the future will hold for the creation and dissemination of data-driven sports journalism.