

Sports Journalism

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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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