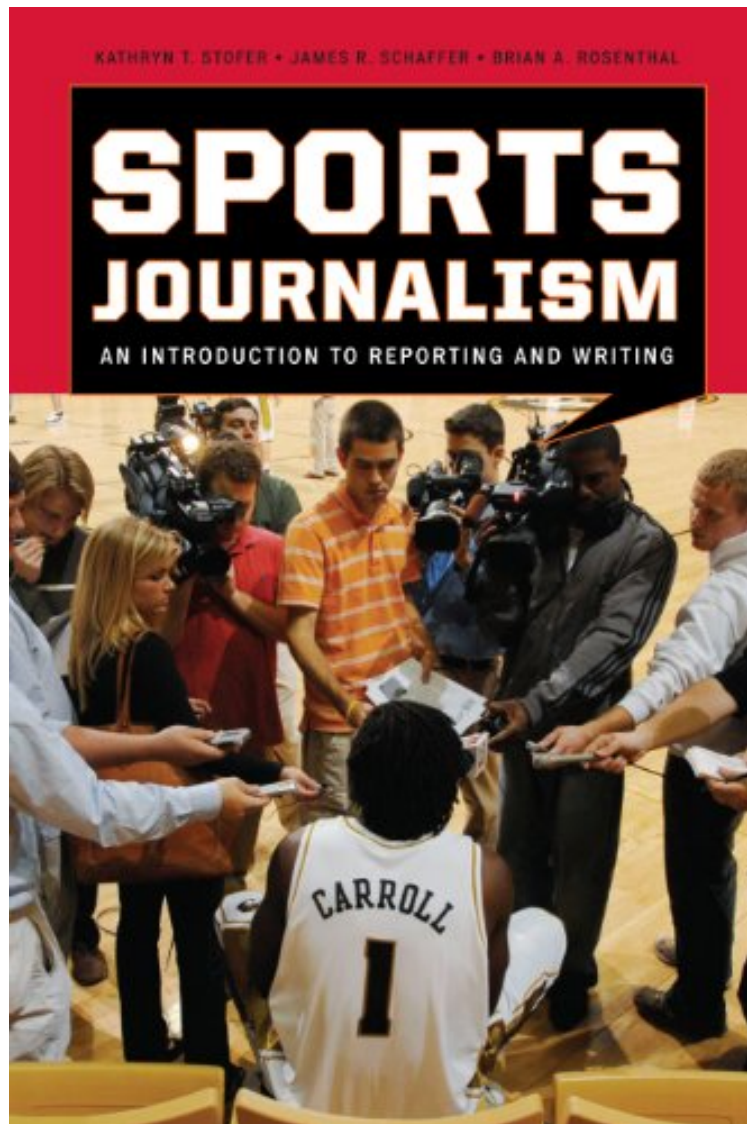


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Sports Journalism: An Introduction to Reporting and Writing

Kathryn T. Stofer, James R. Schaffer, Brian A. Rosenthal
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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 grafs, 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.

Sports Journalism is a quality introduction to the life of a sports reporter. It is filled with fundamental information that tomorrow's professional sports reporters will need to survive in a changing media system. (Murley, Bryan) Sports Journalism is an easy-to-read, easy-to-digest primer that conveys a sense of enthusiasm and authority about sports reporting. A variety of sources - including reporters, editors, commentators, and bloggers - make each chapter a lively read. The book also provides a thoroughly up-to-date view of the modern sports journalist, working with a spectrum of technology to bring fans the best in coverage. (Marie Hardin) About the Author Kathryn T. Stofer is associate professor of communication arts at Hastings College. James R. Schaffer is professor of journalism at Nebraska Wesleyan University. Brian A. Rosenthal is a sports writer at the Lincoln Journal Star.