



Sports Media: Reporting, Producing and Planning

Bradl Schultz

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A uniquely comprehensive text, Sports Media emphasizes the skills that you will need in order to be successful in the industry. With extensive coverage on reporting, anchoring, and production, this text offers thorough and effective descriptions of the sports reporter and anchor's function in a broadcast environment.

Going beyond the essential skills, Sports Media also offers important historical and interesting background on the evolution of the sports industry, some grounding in the business of sports, and a discussion of social issues including the experience of women in sports and sports broadcasting.

Covering all aspects of sports broadcasting, this text features reporting, writing leads, style, tricks of the trade, shooting on location, editing, production, live event production, ethics, and resume tapes, as well as tips on seeking employment in the industry. This new second edition focuses on the special new demands and necessary skill you will need for today's converged media - print, broadcast, and digital.

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