

2: Types of news stories

Sport Journalism
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Recap (= *recapitulation*)

- A “recapitulation” is a brief review or summary
- Main take-aways from the previous lesson:
 - Role of (sports) journalism: gather, process, disseminate information
 - Global changes, changes in journalism:
Leads *and* follows
 - What is sports journalism **today** (well, in 2011), what does it cover?

Story content

- Sports journalism is largely limited to **competitive** sports
 - Grassroots, youth sport
 - Sport and physical activity for the elderly
 - Recreation and physical activity
 - Physical education

Today: Types of News Stories (timing)

1. Advance stories,
 2. Game recaps ("*recap?*")
 3. Post-game analysis
- +
4. Beat writing
 5. Feature stories
- What content goes into each type of story?
 - What to write, what to expect.

Advance stories

- Stories that are published **in advance of** (= before) a sports contest or other event or occurrence
- Common in all media forms.
 - Newspapers, magazines (_____?)
 - Radio, TV (_____?)
 - Internet (digital, multimedia)

Advance stories

- **Their purpose is to create anticipation**
 - Should not include what is already known: What angles have not been covered yet?
- **What angles are usually covered?**

Typical Content of Advance Stories

- **Significance** of the matchup (“qualifier,” winning or losing streak, etc.)
- Both team’s **records** (of games won and lost)
- **Background** of the rivalry: past games, last year?
- **Key players**, key **statistics**.
- Injuries
- Starting lineups
- Styles of **play**

Advance stories

- “Games are won and lost in practice”
- For sports writers, practice is **preparation**
 - **Read**: Other newspapers or websites. Media from other cities or countries.
 - **Study**: Team histories, archives.
 - **Learn**: The sport. Key strategies, rules, and statistics.
 - **Get to know: *the people you talk or write about.***

Advance stories

- Exist across all media platforms, yet people's consumption habits are changing.
 - Digital natives
 - Shorter stories
 - Heavy on video

Game summary

- Account of a game or event for those who did not see it live or on television.
- They **take fans** where **they cannot** go: the sidelines, the field, the locker rooms (U.S.). **Talk** to athletes and coaches **because readers (viewers...) cannot**.

Game summary

- Explain the readers **what** and **why** happened
- **Scoresheet:** Take notes, follow game, identify key moments

Running score

	A	M	B
5	2	4	
8	4	3	
			7 4
			6 15 9
			15 11
14	6	3	
			7 12 13
14	8		
			15 15
			6 11 16
			11
19			
9	10	9	
			7 1
			10 12 19
12	13		
			15 22
13			22

Team stats, fouls...

Team A: HOOPERS		Team fouls	
Time-outs		Extra periods	
1	2	1	2
3	4	3	4
Players		ppg	Fouls
1	MAYER, F. G 1.80	9.7	⊗ P ₁
2	JONES, M. G 1.85	10.2	⊗ P P P ₁
4	SMITH, E. F 1.93	12.3	⊗ P ₁ U ₁ P P ₁
5	FRANK, Y. F 1.97	7.9	X T P ₁
8	NANCE, L. C 2.08	12.2	⊗ P P U ₁
9	KING, H. (C) F 2.03	17.5	⊗ P P
14	RUSH, S. F 2.07	4.1	X P ₁ P ₁
21	MARTINEZ, M. G 1.81	7.5	X P ₁ P ₁ P ₁ T ₁
32	SANCHES, N. F 1.93	5.6	X P ₁ P ₁ P ₁ P ₁ U ₁
55	MANOS, K. G 1.88	1.0	X P ₁ D ₁
Coach: LOOR, A. 4yr			C ₁ B ₁
Assistant Coach: MONTA, B. 3 yr			

Game summary

- Take notes, follow game, identify key moments
- How did these moments **influence the outcome** of the game or event?
- Ask questions about these key moments!

Writing a game summary

- Usually written as the game unfolds: Very tight deadlines
- **During** game, event: Write body (summarize key plays, moments)
- After game: write **opening** that reflects what happened, gather **post-game quotes**
 - No time for **vague** questions. Athletes and coaches **know to expect** difficult questions

Reuters Handbook of Journalism (sport)

SOCCER

Champions League - Reuters coverage of Champions League is very thorough.

On matchday – A four-paragraph story on the whistle, followed by a 350-400 word update with match detail then quotes piece after managers' news conference. Managers/ coaches are required to give a news conference and supply players for a mixed zone. Trunk can be updated with extra background/stats or telling quote on merit. If the main news point of the evening arises from the news conference the trunk will need updating. We can run brief sidebars – serious injury etc. A follow-up story should be filed early the next day throwing the story forward. For semi-finals and final and other high-profile games, coverage will be boosted with London reinforcing staff. Sports Desk will advise requirements.

<http://handbook.reuters.com/index.php?title=Soccer>

(3) Post-game analysis

- **Beyond** who won and who lost (everybody knows that): provide **perspective**.
- Comparison to previous games (events)?
Other achievements?
- Meaning, significance within the **season**?
- Offer suggestions, vision for the **future**.

Two additional types of stories

- Beat writing
- Feature stories

Beat

- Regular following of a **specific team or sport** by one journalist (“beat reporter” or “beat writer”)
 - Sets expectations, provides regularity to newsrooms
 - Teams, organizations know who to contact
 - Readers benefit from consistent information

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Beat reporter

- Takes fans where they cannot go!
 - Who is injured?
 - Which players are surprising the coach with strong practice play? (Need to...!)
 - Morale in the team after a series of losses? Is the coach or any player about to get traded or fired?
 - Are the coach or the star player considering another job?

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Beat reporting

- Busiest time is **in-season**
- However, most knowledge is acquired **during the off-season**
 - Coaching changes
 - Roster moves and tryouts
 - New sponsors added
 - Importance of developing & maintaining sources!

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Beats

- United States:
 - Football (American), basketball
 - Baseball
 - College sports (high school sports)
 - Rarely others
- United Kingdom
 - Football (soccer)
 - Cricket, rugby

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Negatives of beat reporting

- Hard to change/create new beats
 - Other sports, gender, teams do not gain popularity
- Need to create content: “no-news” becomes news
- Lack of time and resources for other (legitimate) news
- ... preserves media, and thus societal, *status quo*.

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Feature stories

- **Not** “hard news”
- Rather, articles that stand out for the quality of their writing:
 - Memorable reporting,
 - Word crafting,
 - Creativity,
 - Economy of expression.

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Feature story example & preparation

- Retrieve PDF file at <http://sportj.weebly.com>
- Read from beginning through “You could never tell Kyle there was someone better than him” (end of first column on p. 4/p. 39 in the article)



Will discuss in class tomorrow.

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Review

- Types of stories: Advance, game recap, post-game analysis. Beat writing, feature stories.
- **Advance** stories: Significance, team records, background, key people and stats, styles
- Game **summary**: What happened + emotions
- Post-game **analysis**: Perspective and future
- **Beat** reporting: Regular following of team or sport
- **Feature** stories: Stand out for quality writing