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

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- 4. Beat writing
- 5. Feature stories
- What content goes into each type of story?
 - \rightarrow 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

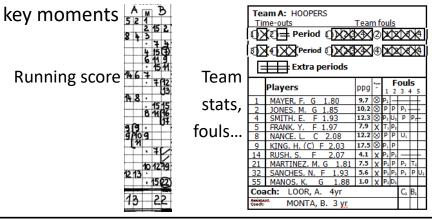
Game summary

- 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



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