

# 5: News values

Sport Journalism  
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## Review

- Writing: Attract casual fans, appeal to experts
- Facts and information vs. opinion
  - Facts are verifiable. Three sources, or leave it out.
- Short sentences: subject-verb-object
  - Easy to read (within reason). Also in broadcasting.
  - 5 x W and H
- Short paragraphs
  - One-two sentences, easy to read, access points
- Quotations, paraphrases and attributions: **said**<sub>2</sub>

## Role, vision

- Journalists are expected to document what happened and be objective
- Absolute objectivity is not always possible, and the reporter usually has personal feelings and preferences
- Still, in most countries, cheering is thought of as being in “foul territory” (= inadmissible) for sports reporters

## Storytelling

- Tell stories through **facts, information, quotations, and numbers.**
- Who won, lost, score – game previews, summaries, analyses – is not enough. Explain how people **interacted** to reach that end; add **descriptive details** to bring that story to life

Source: Sports Illustrated, February 25, 2019

This was back at 3 p.m. on Jan. 27.  
Kuzma was driving his black Porsche Pan-  
amera down I-10 toward Staples Center.

In three hours the Lakers were scheduled to play the Suns, and Kuzma was officially a game-time decision because of a balky left hip. Prepared for the worst, he had picked out a suitable bench ensemble: skinny gray pants, black blazer, reversible purple pocket square and open-necked shirt, the better to highlight the ink on his chest.

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Source: Sports Illustrated, February 25, 2019

Early on, she empowered Kyle. He took the bus by himself to the Flint YMCA during middle school summers, balling with the old heads at noon and the teens later on, napping on the squishy blue mats in between. Shelly McArthur, the director of the Y, recalls a “polite and charming” boy who “you couldn’t really turn away,” even if his membership lapsed at times. “He’d come up and sit up at the front desk and just chitchat with us, these two 40-year-old women,” she says. Kuzma came in with a group that included Monte Morris (who would go on to play for the Nuggets) and Miles Bridges (a rookie this year with the Hornets). They called themselves the Flintstones.

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The Flintstones

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## News values

- Characteristics that make a story worth reporting about:
  - **Conflict**
  - **Timeliness**
  - **Prominence**
  - **Proximity**
  - **Consequence or impact**
  - **Human interest**
  - **Unusual**
- Universal across all media forms
- All?
- Some?

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## Conflict

- Sports inherently involve *conflicts* – *competitions* between two (or more?) sides
  - Who played?
  - Who won?
  - Was someone injured?
  - Was personal conflict involved?
  - Was a rule, or law, broken?

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## Conflict

- Game coverage describes **key moments** of these conflicts:
  - Individual plays
  - Moments of heart-breaking defeat
  - Moments of dramatic, adrenalin-pumping victory
- Pre-game coverage **anticipates** the conflict. Post-game analysis **analyzes** the conflict
- Conflict also **beyond games**: Native American naming/mascots, racism among fans

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## In Minnesota, thousands of Native Americans protest Redskins' name

MINNEAPOLIS — At what was hailed by organizers as the largest-ever protest of the Washington Redskins' name, a group of Native Americans stood outside the University of Minnesota's TCF Bank Stadium in a plaza built as a tribute to 11 of the state's tribes. A man in the middle held up a sign painted in bold black letters: "RACIST."

For more than an hour Sunday, hundreds of Washington Redskins fans on their way to the game against the Minnesota Vikings shuffled past the voices of condemnation, some with their Redskins' caps stuffed in their pockets and their jerseys covered by zipped up jackets.

Source: [Washington Post, November 2, 2014](#)

"Who are we?" the demonstrators yelled. "Not your mascots!"

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## Milan friendly abandoned after players protest against racist chants

- Kevin-Prince Boateng reacted by kicking ball at Pro Patria fans
- Milan captain Massimo Ambrosini took his side off pitch

A friendly match between [Milan](#) and the fourth-tier club Pro Patria was abandoned on Thursday after players walked off in protest at racist chanting from fans.

The game, played in Busto Arsizio, was called off after 26 minutes when a section of Pro Patria supporters targeted Milan's Kevin-Prince Boateng, who reacted to the abuse by [picking up the ball and kicking it at the crowd](#) in the stand behind him.

The Ghanaian then tore off his shirt and walked off the field at the opposite end. On his way, he applauded other sections of the crowd, who then appeared to react angrily towards the corner of the ground from where the chants came.

Source: [Guardian, January 3, 2013](#) 12

## Milan's Under-10 team suffer racist crowd abuse during youth game in Italy

- Incident occurred during youth team game against PSG in Tuscany
- Club statement describes alleged abuse as 'simply unacceptable'
- [Said & Done: Russia's 'anti-racism inspector' finds nothing to report](#)

Black players in Milan's Under-10 team were allegedly subject to heckling and racist abuse during Sunday's 4-0 win over Paris Saint-Germain in the Universal Cup.

[In a statement on the club's website](#), Milan said "it has been brought to our attention... that during yesterday's match between Milan-PSG, that there was alleged incidents of racism from certain 'people' in the stands towards Milan's black players.

"We do not wish to magnify the issue, but truly hope that these reports aren't true or that it was simply a sporadic incident. If they were to be confirmed, then it would be simply unacceptable," concluded the statement.

Source: [Guardian, April 6, 2015](#) <sup>13</sup>

## Timeliness

- Different types of stories are timely at different times of the year
  - Preseason changes, national championship final.
- Timeliness varies for different types of media:
  - Online: multiple updates during the match
  - Television: game story on tonight's sports show
  - Newspaper: analysis in tomorrow's newspaper.
- Each operates on different deadlines

# Uefa backs VAR decision that gave Man Utd penalty against PSG

Uefa has backed the video assistant referee system's decision to award Manchester United an injury-time penalty that knocked Paris St-Germain out of the Champions League.

Diogo Dalot's shot hit Presnel Kimpembe's arm but was only deemed a spot-kick after the VAR intervention.

Injured PSG forward Neymar called the decision a **"disgrace"**.

But Uefa said the distance the ball covered was "not short" and Kimpembe's arm was "not close" to his body.

Based on this, it added that "the impact could therefore not be unexpected" and "the defender's body [was made] bigger thus resulting in the ball being stopped from travelling in the direction of the goal.

[Source: BBC, March 8, 2019](#)

SAT 19 MAY 2018 | FA CUP - FINAL

Chelsea 17:15 Manchester United

Venue: Wembley Stadium

## FA Cup final: Chelsea v Man Utd with Lukaku on bench - watch build-up

LIVE

Follow Scottish Cup final [here](#).

### Summary

- Watch live online & BBC One now
- Listen to build-up on 5 live & online now
- Man Utd could equal Arsenal's record 13 FA Cup wins
- Chelsea looking for eighth FA Cup success
- Get involved #bbcfacup

### Live Reporting

By Gary Rose Get involved

8:18

BREAKING Chelsea team news

Chelsea v Man Utd (17:15 BST)

For Chelsea, Thibaut Courtois makes his first FA Cup appearance this season, starting in goal. Olivier Giroud starts in attack.

Full team news to follow.

8:12

"When you're a Mancunian once, you're a Mancunian forever"

Chelsea v Man Utd (17:15 BST)

Manchester United midfielder Paul Pogba sat down with Mark Chapman to talk about pasta sending you crazy, swimming with sharks and how he considers himself Mancunian.

You wont want to miss this one...

### Scores

FA Cup More ▾

SATURDAY 19TH MAY 2018

Chelsea 17:15 Man Utd

[View all FA Cup scores](#)

[Source: BBC, May 18, 2018](#)

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## Prominence

- Will people recognize the person, team?
- Is the person or event locally, nationally, internationally known?
  - Local figures – local prominence; most famous athletes – international prominence
- Is a championship or award commonly recognized and respected?

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## Paul Azinger on Tiger Woods' injury: 'That's a serious issue'

ORLANDO - Paul Azinger was riding his motorcycle on a beach Monday when his pleasant drive came to a sudden halt.

He had gotten word Tiger Woods had withdrawn from this week's Arnold Palmer Invitational, citing a neck strain. Azinger's journey back home wasn't pleasing.

"His neck issue, that's a serious issue I feel," Azinger said Friday at Bay Hill. "Because if your neck doesn't flow the way you want, that's trouble."

Woods is on the commitment list for next week's Players Championship, the PGA Tour's flagship event in northeast Florida. Woods has not declared if he'll play and reserves the right to withdraw up to his tee time in the first round.

Earlier this week, Rory McIlroy said he saw [Woods receiving treatment](#) before and after each round at the WGC-Mexico Championship three weeks ago and added that Woods was wearing KT Tape on his upper back. Azinger, the lead analyst for NBC and Golf Channel, said he thought Woods was protecting some discomfort during the Mexico Championship where he tied for 10th.

[Source: USA Today, March 8, 2019](#)

The New York Times

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SPORTS | MUHAMMAD ALI, 1942-2016

## Muhammad Ali Dies at 74: Titan of Boxing and the 20th Century

By ROBERT LIPSYTE JUNE 4, 2016

828

Muhammad Ali: 'What's My Name?'  
By GABE JOHNSON



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## Proximity

- Did the event take place close to home?
- Were people the audience knows involved?
- Does the local audience have an emotional connection to a story happening elsewhere?
- Nearness in **place, time, allegiance**. Can be **geographical** or **emotional**
- Professional teams: Proximity in hometowns.  
National teams: National, international proximity
- Some (American professional) teams have local + international proximity

### 1月9日姚明将赴纽约比赛 中国留学生拟穿红衣助威

2008-01-08 13:49:20 新华网 【大 中 小】 [查看评论](#)

据美国《明报》报道，对于纽约的华人篮球爱好者来说，1月9日无异于一个节日，因为那天是姚明率领休斯顿火箭队到纽约客场作战的日子。许多人都在做准备，届时前往麦迪逊广场花园为姚明加油。



Sports > Rockets

## Yao carries Olympic torch at Beijing's Forbidden City

FRAN BLINEBURY, Copyright 2008 Houston Chronicle | August 6, 2008

Source: [Houston Chronicle](#), August 6, 2008

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## Consequence or impact

- What will change as a result of this?
- How many people will be affected?
- Legal, financial, emotional, ethical change for players, teams, fans?
- Impact of the story on readers or audience?
  - What does it mean to them?
    - E.g., potential impact of hosting events; actions by teams, governing organizations, governments

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Olympic Games

# Rio's Olympic venues, six months on - in pictures

36,659 432

Six months after hosting South America's first-ever Olympic and Paralympic Games, the Rio de Janeiro venues - some of which have been looted - sit mainly idle and already in disrepair, raising questions about a legacy that organisers promised would benefit the Brazilian city and its residents

- [Looted and abandoned: Rio Olympic venues in state of disrepair](#)
- [Abandoned Athens Olympic 2004 venues: 10 years on - in pictures](#)

Friday 10 February 2017 11.08 GMT

Source: [The Guardian, February 10, 2017](#)

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## Human interest

- Personal emotional trauma or triumph?
- What has the athlete overcome, the family sacrificed?
- How does an athlete, coach spend time away from sports?
- People are interested in how others think, feel, overcome obstacles, succeed
- Stir emotions, make people feel the urge to take action (even if just by blogging, verbal support)

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Source: Sports Illustrated, February 25, 2019



Source: Sports Illustrated, May 11, 2015

## Unusual

- Is this story out of the ordinary on sports pages?
- Has this rarely or never happened before?
- So unusual that people will be amused, entertained by it?
- “Man Bites Dog”
- *Most cars in NASCAR racing [cross the finish line](#) with the wheels on the road*
  - (Clint Bowyer, 2007 Daytona 500: “One for the record books.” Stole headlines from Kevin Harvick)

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Source: [CBS News, February 20, 2007](#)

## Daytona Driver: Crash Was "Wild"

Sunday's Daytona 500 had its share of drama, including several multi-car crashes and a photo finish.

The most dramatic crash happened during the final lap of the "great American race" when driver Clint Bowyer, 26, was involved in a multi-car pileup. After a chain reaction caused by a collision between Kyle Busch and Matt Kenseth, Bowyer's car flipped upside down, skidded across the finish line and then caught on fire.

Fortunately, Bowyer walked away unharmed and finished the race in 18th place.

"I tell you, it was a wild last lap," Bowyer told *The Early Show* co-anchor **Harry Smith**. "You know, I knew we were probably going to wreck. I just hoped I was going to get through it when we did. I was almost through it, you know. The wreck had happened. I saw the (No.) 5 car go low, the (No.) 17 went high, and I went through the middle. By time I thought I was through it, they clipped me in the right rear wheel area."

## Exercise

- Work in groups (4-5 students). **For each news value**, identify **one** story relevant to BSU (the school, its students, etc.) that you could write:
  - Conflict
  - Timeliness
  - Prominence
  - Proximity
  - Consequence or impact
  - Human interest
  - Unusual
- Write down names, responses; turn in sheet

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## Assignment over break

- **Feature story analysis**
- Examine how topics discussed in this course apply to an “iconic” Sports Illustrated feature story
  1. Pick a story (research!), summarize. Topic, news value?
  2. Writing style?
  3. Sources?
  4. Compare to Chinese features
  5. Reflect
  6. Formal: (...) two pages on **one sheet**. Due in lesson 9
    - 10% of final grade
    - Detailed prompts at <https://sportj.weebly.com/>

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## Homework

1. Please read “Rockets head into Game 3 confident after big win in Game 2:”

<https://www.apnews.com/23f6831da7b045908eb323aa7074c185/Rockets-head-into-Game-3-confident-after-big-win-in-Game-2>

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## Recap

- Storytelling and news values:
  - Conflict
  - Timeliness
  - Prominence
  - Proximity
  - Consequence or impact
  - Human interest
  - Unusual

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