



**Sports Journalism
BA(JMC) UNIT 2
Sports Reporting and Writing**

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**Topic 1 :
News Value and Ethics for Sports
Reporting and Writing**

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What is NEWS


News can be defined variously:

- * It is a piece of information, event or a report.
- * Information covered from all 4 directions North, East, West, South
- * It is something which is new.
- * News is what is unusual. It should be topical, relevant, useful & Interesting.
- * A report of the recent happening, incident or event.

“When a dog bites a man that is not news, but when a man bites a dog that is news”.




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News Values and Ethics for Sports Writing

- **News values**, sometimes called **news criteria**, determine how much prominence a news story is given by a media outlet, and the attention it is given by the audience.
- Galtung and Ruge, in their seminal study in the area put forward a system of twelve factors describing events that together are used as a definition of 'newsworthiness'
- A variety of external and internal pressures influence journalists' decisions on which stories are covered, how issues are interpreted and the emphasis given to them.
- Achieving relevance, giving audiences the news they want and find interesting, is an increasingly important goal for media outlets seeking to maintain market share in a rapidly evolving market.
- The growth of interactive media and citizen journalism is fast altering the traditional distinction between news producer and passive audience.


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NEWS VALUE

- **IMPACT:** How will this affect my reader's life. The **impact** of the story quickly establishes the importance of the piece to the reader, and the consequences for the reader themselves Demonetization etc.
- **TIMELINESS:** What puts the 'new' in your 'news'? In this industry time is money, breaking news makes your life. There are some events which lose relevance after a point of time. For example – When Indira Gandhi died BBC announced the news before AIR
- **Prominence:** Why are **you** telling the reader this, how will he be affected by it. For example- Demonetization. Also if any prominent person is involved in any event, it becomes news
- **The Bizarre:** There is a famous quote- when a dog bites a man its not news but when a man bites a dog it is, something unusual. India TV has specialization in this, their reporting during 26/11.


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NEWS VALUE

- **Currency:** Is this trending. It means the time of the idea has come. The Ice Bucket Challenge. Rather what's trending on social media makes news in mainstream media.
- **Frequency:** Events that occur suddenly and fit well with the news organization's schedule are more likely to be reported. Long-term trends are not likely to receive much coverage. For example: Budget is reported every year, pollution effects in the city.
- **Familiarity:** To do with people or places close to home. Elections in Delhi will interest us more than elections in Jharkhand.
- **Negativity:** Bad news is more newsworthy than good news. A middle aged man killing his girlfriend and parents will make a lot of headlines and TRP's


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NEWS VALUE

- **Unexpectedness:** If an event is out of the ordinary it will have a greater effect than something that is an everyday occurrence. Earthquake, Cyclones, Demonetization
- **Human Interest:** Events that can be portrayed as the actions of individuals will be news worthy. Shammi’s wife wearing gown and fanatics slamming him
- **Cultural Proximity:** stories concerned with people who speak the same language, look the same, and share the same preoccupations as the audience receive more coverage than those concerned with people who speak different languages, look different and have different preoccupations. Beef Ban in India will affect Indians, the Dalit Issue.
- **Conflict:** Opposition of people or forces resulting in a dramatic effect. Stories with conflict are often quite newsworthy. Without conflict stories will not be interesting. Movies will be not made. Conflict makes people root for sides. Samajwadi Party conflict: Akhilesh and Mulayam.


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NEWS VALUE

- **Reference to elite nations:** Stories concerned with global powers receive more attention than those concerned with less influential nations. Indians more likely to be affected by elections of US than of Uganda
- **Reference to elite persons:** Stories concerned with the rich, powerful, famous and infamous get more coverage. Brad Pitt and Angelina Jolie Divorce
- **Continuity:** A story that is already in the news. Like- Indrani Mukherjee
- **Predictability:** An event is more likely to be covered if it has been pre-scheduled. Matches
- **Surprise:** Stories that have an element of surprise, contrast and/or the unusual about them. Unexpected win by players in Olympics
- **Relevance:** Stories about groups or nations perceived to be influential with, or culturally or historically familiar to, the audience. Elections


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NEWS VALUES FOR SPORTS JOURNALISM


- **Conflict & Competition:** We watch sports to root for a person or a team. India- Pak match.
- **Entertainment:** Watching sports is a leisure activity. Moreover, professional leagues like ISL & IPL have integrated sports and entertainment beautifully
- **Audio-Visuals:** Stories that have arresting photographs, video, audio and/or which can be illustrated with infographics. Sports reporting has to be arresting and complemented with amazing images.
- **Shareability:** Stories that are thought likely to generate sharing and comments via Facebook, Twitter and other forms of social media. This is a new age phenomenon specifically pertaining to sports website, apps. For example: Sharing match updates or even predicting wins for the game.

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 **NEWS VALUES FOR SPORTS JOURNALISM**

- **Celebrity:** Stories concerning people who are already famous. Sports persons are already famous and their personal lives make a lot of news. In fact sports personalities have a lot of colourful life. **For example:** Tiger Wood, Oscar Pistorious and Virat Kholi.
- **Follow-Up:** Stories about subjects already in the news. Match Series, World Cup
- **Human interest:** Inspiring stories of sports personalities
- **Magnitude:** Stories perceived as sufficiently significant in the large numbers of people involved or in potential impact. More likely to have news being reported about Men's cricket than women as more people are interested in it
- **Drama:** Stories concerning an unfolding drama such as escapes, accidents, searches, sieges, rescues, battles or court cases. Thrilling matches or juicy stories about the sports personalities

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 **News Ethics**

- **Journalism ethics and standards** comprise principles of ethics and of good practice as applicable to the specific challenges faced by journalists. This subset of media ethics is widely known to journalists as their professional "code of ethics" or the "canons of journalism"
- Most common elements of journalism include the principles of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability as these apply to the acquisition of newsworthy information and its subsequent dissemination to the public.
- Like many broader ethical systems, journalism ethics include the principle of "limitation of harm." This often involves the withholding of certain details from reports such as the names of minor children, crime victims' names or information not materially related to particular news reports release of which might, for example, harm someone's reputation

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 **News Ethics**

- While journalists in the United States and European countries have led in formulation and adoption of these standards, such codes can be found in news reporting organizations in most countries with freedom of the press

Accuracy and standards for factual reporting

- Reporters are expected to be as accurate as possible given the time allotted to story preparation and the space available, and to seek reliable sources.
- Corrections are published when errors are discovered.
- Defendants at trial are treated only as having "allegedly" committed crimes, until conviction, when their crimes are generally reported as fact. However, these days the media goes on trial and gives it verdict like in the case of Aarushi Murder Case

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News Ethics

Slander and libel considerations

- Reporting the truth is almost never libel which makes accuracy very important.
- Private persons have privacy rights that must be balanced against the public interest in reporting information about them. Public figures have fewer privacy rights in U.S. law, where reporters are immune from a civil case if they have reported without malice.
- Princess Diana died to avoid the paparazzi culture.

Harm limitation principle

- During the normal course of an assignment a reporter might go about—gathering facts and details, conducting interviews, doing research, background checks, taking photos, video taping, recording sound—harm limitation deals with the questions of whether everything learned should be reported and, if so, how. This principle of limitation means that some weight needs to be given to the negative consequences of full disclosure, creating a practical and ethical dilemma. The Society of Professional Journalists' code of ethics offers the following advice, which is representative of the practical ideals of most professional journalists:

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- Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
- Show good taste.
- Be cautious about identifying juvenile suspects or victims of sex crimes.
- Be judicious about naming criminal suspects before the formal filing of charges.
- Balance a criminal suspect's fair trial rights with the public's right to be informed.
- In addition to codes of ethics, many news organizations maintain an in-house Ombudsman whose role is, in part, to keep news organizations honest and accountable to the public
- An alternative is a news council, like in India we have Press Council of India

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FIVE CORE PRINCIPLES OF JOURNALISM

- In countries without freedom of the press, the majority of people who report the news may not follow the above-described standards of journalism. Non-free media are often prohibited from criticizing the national government, and in many cases are required to distribute propaganda as if it were news.

FIVE CORE PRINCIPLES OF JOURNALISM:

Truth and Accuracy :We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked.

Independence :Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural

Fairness and Impartiality: Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context.

Humanity: Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others

Accountability

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TIPS TO REMEMBER

- You cant act like fans: Report objectively, no matter Sachin Tendulkar is your favorite cricketer you have to still report about the match as it happened or even about a controversy
- Don't accept gifts: There will be many teams who will try to woo you by offering goodies, this is a PR exercise, so that journalists can report positive coverage
- Don't openly root for your team. Refrain from cheering both in the press box and in your own stories. You do not work for the teams but for readers
- Don't attack coaches or players who refuse to speak with you or who have angered you. Cover them the same as you would any other person associated with the team.
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A.A.


(FEATURE, INTERVIEWS, ADVANCED STORIES, TREND STORY, COLUMN, NEWS STORY AND GAME STORY)

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Sports Writing


- ❖ A sports news story, like other forms of news items, has a headline, lead, and body. Because some critics refer to the sports department as the toy department of newspapers, the difference is in its use of precise, brief, vibrant, attractive, and colloquial language.
- ❖ Understand what kind of article you're writing: Understand the most prevalent types of sports articles. There are five main types to be familiar with:
 - A "**straight lede**" (or "lead") is a brief summary of an athletic event that includes information such as who participated, what they did, and who won.
 - A "**feature lede/lead**" is used when the reader already knows the score but wants to learn more about what transpired and who contributed to the outcome.
 - A "**profile**" is a short story on a colourful character or prominent figure, such as a coach or a celebrity.
 - A "**season preview** or wrap-up" either prepares the reader for the season to come or takes them on a tour of the highs and lows of the just-completed season
 - A "**column**" is an opinion piece where the sportswriter gets to express his/her opinions on sports

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 **Writings for Sports**


- Look at some good sports writing examples: Consider what makes specific pieces stand out in your local newspaper, favourite sports magazine, or favourite sports website.
- Learn everything you can about the sport you'll be covering. Sports fans are recognised for their enthusiasm rather than their patience.
- **Make the most of your attendance** at the game. Pay close attention. Take down notes. Keep track of key plays, results, and statistics. Take notes on intriguing (important) things like how the players rejoiced at the finish or how the fans felt that night.
- **Talk to the locals.** Even if you're not writing a personal interest story, a few good sound bites or a core figure to base your article around can only help.
- Make contact with coaches to see if they have any players who would make an interesting narrative.
- To collect quotes regarding the game, talk to players and coaches.

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 **Writings for Sports**

- **Sort out the essential details.** Obviously you need to provide the final score and who did the scoring, but think about the most interesting statistics to come out of the event. For example: If a record was made.
- **Start with a great hook.** Known in journalistic circles as a lead (or lede), the opening lines of an article, sports-focused or otherwise, are critical to the success of the piece.
- **Flesh out the rest of the essentials.** What was the best part of the game? What were the highlights? What made this game special? For a person, why is his or her story important? What makes them special? Use the quotes you got from players and coaches to add interest to the story.

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 **TYPES AND TECHNIQUES OF SPORTS STORIES: FEATURE**


FEATURE:

- Features aren't supposed to be firsthand accounts of breaking news. They incorporate journalistic aspects, but their primary purpose is to humanize, to add colour, to educate, to entertain, to illuminate

Features often:


- Profile people who make the news.
- Explain events that move or shape the news.
- Analyze what is happening in the world, nation or community.
- Teach an audience how to do something.
- Suggest better ways to live.
- Examine trends.
- Entertain.

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 **TYPES AND TECHNIQUES OF SPORTS STORIES: FEATURE**

- A news story can be hard, chronicling as concisely as possible the who, what, where, when, why and how of an event.
- It can be soft, standing back to examine the people, places and things that shape the world, nation or community
- Hard news events--such as the death of a famous public figure or the plans of city council to raise taxes--affect many people, and the primary job of the media is to report them as they happen.
- Soft news, such as the widespread popularity of tattooing among athletes or the resurgence of interest in gardening, is also reported by the media. Feature stories are often written on these soft news events
- There is no firm line between a news story and a feature, particularly in contemporary media when many news stories are "featurized"

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 **Feature Stories**

One approach emphasizes the facts of the event, while the feature displaces the facts to accommodate the human interest of the story.

TYPES OF FEATURE STORY:

- **Personality profiles:** A personality profile is prepared to bring a person in or out of the news closer to an audience. To construct a vivid picture of the person, interviews and observations, as well as creative writing, are used. Consider the following scenario: Brunch always has an interview on the last page.
- **Human interest Stories** are written to demonstrate the peculiarity of a subject or its practical, emotional, or entertaining worth. Consider the following scenario: Miley Cyrus was preoccupied in Lakshmi Puja festivities.

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 **Feature Stories**

- **Trend stories:** It examines people, things or organizations that are having an impact on society. Trend stories are popular because people are excited to read or hear about the latest fads. For example: Mannequin challenge, what to give bae on Valentine's.
- **In-depth stories:** Through extensive research and interviews, in-depth stories provide a detailed account well beyond a basic news story or feature. For example: Cover story on any particular topic like- Demonetization.
- **Backgrounders:** adds meaning to current issues in the news by explaining them further. These articles bring an audience up-to-date, explaining how this country, this organization, this person happens to be where it is now. An ongoing topic like- India Pakistan relationship

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- Feature writers seldom use the inverted-pyramid form. Instead, they may write a chronology that builds to a climax at the end, a narrative, a first-person article about one of their own experiences or a combination of these. Their stories are held together by a thread, and they often end where the lead started, with a single person or event.
- **Choose the theme:** It should not be too broad or too narrow. Several factors come into play when choosing a theme: Has the story been done before? Is the story of interest to the audience? Does the story have holding power (emotional appeal)
- **Write a lead that invites an audience into the story.** A summary may not be the best lead for a feature. A lead block of one or two paragraphs often begins a feature. Rather than put the news elements of the story in the lead, the feature writer uses the first two or three paragraphs to set a mood, to arouse readers, to invite them inside.

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- The body provides vital information while it educates, entertains, and emotionally ties an audience to the subject. The ending will wrap up the story and come back to the lead, often with a quotation or a surprising climax.
- **Write clear, concise sentences.** Sprinkle direct quotations, observations and additional background throughout the story. Paragraphs can be written chronologically or in order of importance.
- **Use a thread.** Connect the beginning, body and conclusion of the story. Because a feature generally runs longer than a news story, it is effective to weave a thread throughout the story, which connects the lead to the body and to the conclusion.
- **Establish a voice.** Another key element that holds a feature together is voice, the "signature" or personal style of each writer. Voice is the personality of the writer and can be used to inject colour, tone, and subtle emotional commentary into the story
- Feature stories are becoming increasingly prevalent as print media faces increasing competition from alternative sources of news, as they can be more fascinating to read.
- Feature stories are defined more by the style in which they are written than by the subject matter.


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Characteristics of Feature Stories

* **These are the characteristics that set feature stories apart from breaking news pieces:**


- ❖ **The Lede:** A feature lede doesn't have to have the who, what, where, when and why in the very first paragraph, the way a hard-news lede does. Instead, a feature lede can use description or an anecdote to set up the story.
- ❖ **Pace:** Feature stories often employ a more leisurely pace than news stories.
- ❖ **A Focus on the Human Element:** If news stories tend to focus on events, then features tend to focus more on people. Features are designed to bring the human element into
- ❖ Feature articles also include more of the elements that are used in traditional storytelling - description, scene-setting, quotes and background information.
- ❖ **Come up with a theme.** If you are featuring a basketball star, you may want to focus on his drive, in which case most of your questions should be related to this. Then you will get answers that are different from the ones the star normally gives. Instead of asking, "Where did you grow up and what did you do as a kid?", ask "What was the earliest age when you felt a drive to pursue basketball?"

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- Come up with topic which are unique and insightful: The writer of the following story focused on an interesting topic – how hairstyles affect athletes’ performances on the field and in pools.
- Think about Target Audience: Before writing think who you are writing for. Know your Target Audience and what all things will interest them

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 **TYPES AND TECHNIQUES OF SPORTS STORIES: INTERVIEW**

- A **journalistic interview** takes the form of a conversation between two or more people: interviewer ask questions to elicit facts or statements from interviewee. Interviews are a standard part of journalism and media reporting
- In journalism, interviews are one of the most important methods used to collect information, and present views to readers, listeners, or viewers.
- Reporters work in a competitive environment. Tight space, time constraints, and decisions made by editors, directors, and producers ultimately determine what stays or gets cut from a story

➤ **The reporter's purposes in an interview are to:**

- Gain understanding of issues.
- Collect relevant facts.
- Obtain quotes from reputable sources.
- Balance opposing views.

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 **Interview**

TIPS FOR CONDUCTING AN INTERVIEW:

- Do your research: Preparation is the key to a great interview. Research your subject’s athletic career, his or her personal life, any awards/honours he or she has received and challenges like injuries or controversies he or she has faced. The more you know about your interview subject, the more engaging your interview will be.
- For Example: We will take an example from Sania Mirza’s interview with the first post
- How did you work on your fitness – anything as radical as climbing hills like Andre Agassi did?
- **Start slow, safe and personal:**
- Usually begin with a question that focuses on the person and not the topic at hand, such as: "Where did you grow up," or "what was your first job out of college?" First off, you relax your subject and you humanize the interaction
- **Make some questions open ended: The question should help the readers/viewers get an additional insight.** What is your vision for your organization five years from today?" or , "Do you worry about any unintended consequences from what you are trying to accomplish?"

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- Never give an interviewee questions in advance. It's fine to give a general idea about the interview themes, but being too specific may limit what you can ask in the interview.
- Be on time. There's nothing worse than keeping someone.
- Always check that your equipment is working and that you have enough batteries, tapes, discs etc before you leave the office.
- The interview is a conversation. It is not a confrontation. You are not there to make the interviewee look stupid.
- Try to avoid looking at notes. If you look at your notes, the interviewee may be distracted. And it's difficult for you to read and listen at the same time.
- Maintain eye contact at all times. Keep your body language in check. If you shake your head, or recoil with a shocked facial expression, you risk making your subject clam up. You will have shown them that you find their views offensive and so they are likely to stop short of saying even more in the same vein.
- Shorter questions are better than longer ones. Never ask more than one question at a time, combining questions makes it easy for the interviewee to avoid answering one altogether but without seeming to.
- Be sure of your facts. There's nothing worse than being told you are wrong by an interviewee.
- When you're editing, don't take answers out of context. That's dishonest.

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TIPS FOR INTERVIEW


- Start with a short bio: What is it like to be a tennis player? The answer in a word is 'painful.' There is a 11-month season, there are injuries, there are heartbreaks, there are defeats but then there are also moments that banish all that hurt in one go. And in April 2015, Sania Mirza experienced one of those moments when she became the first female tennis player from India to achieve the world number one rank in doubles.
- Start with a humane question: How is Sania Mirza the doubles world No.1 different from the player that rose very quickly up the ranks in singles?
- Highlight the struggle, find inspiring quotes, because being a sports person requires motivation and hard work: **At what point did you start taking doubles seriously... dreaming of becoming world number 1**

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TIPS FOR CONDUCTING SPORTS PERSONALITIES


- ❖ **CONTACT THEM PERSONALLY:** Don't involve PR professionals, go for the personal touch
- ❖ **DECIDE ON AN INTERVIEW TYPE:** Depending on the kind of story you are writing and what you plan on doing with the information taken from the interview, you must decide on what kind of interview you want to set up. If you want to meet the sport personality or a phone call will do
- ❖ **INTERVIEW LENGTH:** Make sure you don't stretch out the interview too long, as your interview subject does have a life to lead. Ask the questions you need to ask, judge how they're feeling and let it flow. The more an interview seems like a casual conversation the better.
- ❖ The End should always be light, don't conclude with any hard fact

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 **ADVANCE STORIES**


- ❖ An advance story calls the public's attention to a coming news event which would possibly be missed if it were covered as a spot news story. It answers the following questions:
 - **What** is going to happen?
 - **When** is it going to happen?
 - Advance stories are used to promote every scheduled, major, special event.
 - Basically, advance stories are for events which are yet to occur, it builds up for the event. For example: Before Commonwealth games, there were stories as to how prepared was India
 - Three important rules for you to remember when writing and releasing advance stories are as follow:
 - Do not shoot the whole works in the first story: Don't give up everything in the first story, leave the reader wanting more. The initial article should provide good news peg for later advance stories. For example: Suicide Squad build up a lot of build-up before its release

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 **ADVANCE STORIES**

- **Do not ruin a good thing:** Advance stories must contain legitimate news, not mere publicity.
- Provide facts that readers will find worthwhile and interesting. You don't have to sell the event, be objective in your reporting.
- For Example: You will get a lot of material from PR professionals however don't publish the material without reading it with scepticism.
- Do not overexploit an event: Schedule your advance stories over a reasonable period of time, give enough new information in each release to keep your audience interested, but do not bore them with unnecessary repetition. The scope and importance of the event will help determine the time frame required to promote it adequately. Usually, three to four weeks will be more than sufficient. When Olympics take place start reporting a month before. Bring in new story pegs every day.

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 **ADVANCE STORIES**

For example: The story pegs for advance story for Tokyo 2020 Olympics will be:

- First story can be: How Tokyo is preparing for hosting Olympics
- Prominent personalities to look for in Olympics: You can share facts like this is Michael Phelps last Olympics
- Root for local sports personalities: Like Indian media will focus on the potential medal winners like- Phogat Sisters, their journey will also be an important storyline

- The first release should contain the bare information essentials.
- Subsequent releases should elaborate on the basic facts presented in the initial announcement.
- The actual number of advance stories is determinedly what you have to tell. Each story should build up to the next one, with the most important news pegs timed for release during the week of the scheduled event

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TREND STORIES

• Trend stories is a contemporary phenomenon. What is trending during current time makes news. This is a very time based news, it loses relevance if not reported that time. This is Scoopwhoop domain. For example: People are preferring food from food trucks, Tinder and Truly Madly are relevant today will not be after some time

TIPS FOR WRITING TREND STORIES

- ❖ **Make it Current:** A good trend writer has her finger on the pulse of contemporary life and culture. And trend stories should focus on what's new and, obviously, trendy. But there's nothing worse than a trend story that's out of date. For Example: A story about the Facebook craze would have been fresh in 2004 or 2005.
- ❖ **Find What's Buzzworthy:** To find the latest trends you'll need to do some old-fashioned reporting. Go online and check out what people are talking about on social networking sites. Visit a local college campus to see what's up. The object is to track down whatever it is that's generating a buzz at the moment. For example: Mannequin Challenge, Man Buns

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TREND STORIES


- **Keep it Fun:** Trend stories are generally meant to be light reading. So write them that way. There might be times that the trend is worrying then you could probably change the tone. For example: The news about Facebook playing an influential role in the US elections 2016. Decide the tone depending on the topic that you are reporting- People using Hover boards will be reported in a lighter vein. Make your story one people will want to read.
- **Keep it Short:** Keep it tight, light and bright.
- **Make Sure it's Real:** Journalists are sometimes derided for writing stories about trends that, well, aren't really trends. So make sure whatever you're writing about is real and not the figment of someone's imagination or something only a handful of people are doing
- ❖ Trend stories in sports are reported in the same way as normal trend stories, some of the trend stories on sports:
 - Start-ups in sports journalism: Sports Keeda, CricBuzz.
 - Increase of the female fan base.
 - Players sporting tattoos or long hair.
 - Sports personalities joining SNS or supporting a particular cause.

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COLUMN

- A **column** is a recurring piece or article in a newspaper, magazine or other publication, where a writer expresses his/her own opinion in few columns allotted to him by the newspaper organisation. Columns are written by columnist
- The columnist can pass judgments, make recommendations, talk about himself or herself and otherwise violate most of the accepted tenets of news writing.
- Columns can be humorous, can report on local life and people or can deal with some specialty such as finance. Probably the most popular topic for columns is politics and government
- The column always carries the writer s by-line and. in some cases, the writer's photograph Columns appear at regular intervals and usually in the same location in the publication; so loyal readers will know where to find them


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COLUMN

- Columns may be subject oriented, such as those in hobbies or crafts Or the columns can be reflection of the writer' s personality, offering humour, opinion, anecdotes.
- A famous columnist is Twinkle Khanna, she writes Mrs. Funnybone
- Sports Columns:** Sports columns offer analysis and opinion on sports news and trends. While sports reporters cover events in real time, sports columnists explore the broader implications of those events. Sports columns can also address controversial issues in the sports world, from steroid use in Major League Baseball to head concussions in the National Football League.
- Sports columns are designed to generate discussions.
- When writing the column have an agenda and write a catchy headline
- Research about the game.
- A sports column, in many ways, is a sports news story with an opinion.


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GAME STORY

- Stories are an essential part of games.
- Look at chess** – chess doesn't seem to have story. But if you look at it closely, it has characters, a world, progression, and a plot. There is a beginning, a middle, and an end.
- Because fans will likely already know the outcome of the game, we can say that they already know the answer to the "what" journalistic question.** It is critical, then, that sports reporters provide fans with something new and fresh in their stories.
- sports reporters should privilege the "how" and why" journalistic questions in their stories.** In doing so, game stories should focus on explaining to readers *how* a team won or *why* a particular team played well. This type of analysis is key to providing fans with something new and fresh that they have not already seen on the ticker or through twitter.

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GAME STORY

- It is important to underscore that the game story is never really about one team beating another team. Rather, the story is "why" or "how" one team beat that other team.** Asking either of these questions is a good way to start developing an angle.

There are two types of lede for sports journalism:

- Direct ledes:** The Associated Press (AP) has perfected the direct sports lede and uses this lede in short (no more than 150-word) stories that its reporters file immediately following a game. This lede is also a good choice for reporters doing a "roundup," which is essentially a story that includes information from several games in brief form. The AP calls its direct ledes "hero ledes" because these ledes contain the score and information about how a key player – the "hero" – helped his or her team win.
- Delayed ledes:** Ledes are called "delayed" when the newspeg is not revealed right away. They hold the reader in suspense, raise interesting questions, set a scene and/or provide an anecdote that is emblematic of a bigger theme in the game. Delayed ledes are followed by a nutgraf that answers basic journalistic questions such as who, what, where and when. The nutgraf is very similar to a direct lede. Most final versions of sports game stories use a delayed lede.

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NEWS STORY

✓ Writing news stories isn't particularly difficult. It does take practice and not everyone will be an expert but if you follow the guidelines below you should be able to create effective news items without too much stress.

✓ The Five "W"s and the "H" .This is the crux of all news - you need to know five things:
Who? What? Where? When? Why? How?
 A good news story provides answers to each of these questions. For example, if you wish to cover a story about a local sports team entering a competition you will need to answer these questions:

- Who** is the team? Who is the coach? Who are the prominent players? Who are the supporters?
- What** sport do they play? What is the competition?
- Where** is the competition? Where the team is normally based?
- When** is the competition? How long have they been preparing? Are there any other important time factors?
- Why** are they entering this particular competition? If it's relevant, why does the team exist at all?
- How** are they going to enter the competition? Do they need to fundraise? How much training and preparation is required? What will they need to do to win?

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NEWS STORY

The Inverted Pyramid : This refers to the style of journalism which places the most important facts at the beginning and works "down" from there. Ideally, the first paragraph should contain enough information to give the reader a good overview of the entire story. The rest of the article explains and expands on the beginning.

Tips for writing news stories

- It's About People:** News stories are all about how people are affected. In your sports story, you might spend some time focusing on one or more individuals, or on how the team morale is doing, or how the supporters are feeling.
- Have an Angle:** Most stories can be presented using a particular angle or "slant". This is a standard technique and isn't necessarily bad - it can help make the purpose of the story clear and give it focus. Examples of angles you could use for your sports story: "Team Tackles National Competition""Big Ask for First-Year Coach""Local Team in Need of Funds"
- Keep it Objective:** You are completely impartial. If there is more than one side to the story, cover them all. Don't use "I" and "me" unless you are quoting someone. Speaking of quoting...
- Quote People For example:** "We're really excited about this competition," says coach Anil Kumble, "It's the highest target we've ever set ourselves".

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Good Sport lead Contains


1. A highlight of the game
2. Two teams involved
3. Type of sport
4. Score or outcome
5. When the game was played
6. Where the game was played

➤ **Things to consider when writing a lead**

1. Should feature the most unusual happening in the game
2. What makes this game different from all the others?
3. Does not need to follow chronological order
4. Start with where it's interesting and then go back and catch us up.

➤ Once the lead is written, keep talking about your best material and slowly work into the less important information. It is not necessary to give a play by play account. Not everything is interesting. Many sports stories normally end with an interesting or important quote from the coach or a key player or figure. Keep it about people, not just statistics


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Sports Photography

- Sports photography refers to the genre of photography that covers all types of sports. In the majority of cases, professional sports photography is a branch of photojournalism, while amateur sports photography, such as photos of children playing association football, is a branch of vernacular photography.
- The main application of professional sports photography is for editorial purposes; dedicated sports photographers usually work for newspapers, major wire agencies or dedicated sports magazines. However, sports photography is also used for advertising purposes both to build a brand and as well as to promote a sport in a way that cannot be accomplished by editorial means.
- ✓ **Equipment:** Equipment typically used for sports photography includes a digital single-lens reflex (DSLR) camera with high continuous shooting speeds and interchangeable lenses ranging from 14mm to 400mm or longer in focal length, depending on the type of sport. The proper lenses are very important as they allow the photographer to reach closer or farther as quickly as possible to keep up with the game play. Essential accessories include a monopod or tripod for stability and extra batteries. Longer focal length lenses are typically used to photograph action in sports such as football, while wide angle lenses can be used for side line and close-up athlete photos.


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- **Camera Bodies:** The preferred camera bodies for modern sports photography have fast autofocus and high burst rates, typically 8 frames per second or faster. The current flagship sports cameras produced by Canon and Nikon are the Canon EOS-1D X Mark II and the Nikon D5; these are popular in professional sports photography.
- **Lenses :** Different sports favor different lenses but sports photography usually requires fast (wide aperture) telephoto lenses, with fast autofocus performance.
- The main distinction is between outdoor sports and indoor sports – in outdoor sports the distances are greater and the light brighter, while in indoor sports the distances are lesser and the light dimmer. Accordingly, outdoor sports tend to have longer focal length long focus lenses with slower apertures, while indoor sports tend to have shorter lenses with faster apertures.

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 **Tips of Sports Photography**


- 1. Use High ISO:** Professional sports photographers use a shutter speed of around 1/1000 of a second to stop motion.
- 2. Don't Forget the Surroundings:** The surroundings present unique opportunities to capture the spirit of the game without shooting the action itself.
- 3. Be Prepared With an Equipment Belt or Bag:** Many sports photographers use one of three things to carry their equipment while working on the sidelines: a fanny pack, a belt system or a photo vest.
- 4. Long Glass Goes a Long Way:**
 - * Consider a long lens such as a 300mm or 400mm if you can afford it. If not get a 70-200mm.
 - * Choose a lens with an f/stop of f/2.8 or f/4.
 - *The bigger and heavier the lens, the better it usually is.
 - * Make sure the lens has a tripod mount built in.'
- 5. Avoid Using a Flash:** When shooting professional or college sports, flash photography is typically strictly prohibited. Flash can distract the players and cause coaches to go crazy.

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 **Editing, Publishing and Uploading**

- **Digital Photography Workflow:** A digital photography workflow is an end-to-end system of working with digital images, from capture to delivery.
- **Setting up the camera and capturing images**
- **Transferring images to a computer**
- **Importing images into a photo application**
- **Organizing and sorting images**
- **Post-processing images**
- **Exporting images**
- **Backing up images**
- **Printing or publishing images to the web**
- **Setting up the camera and capturing images:** The workflow process starts with your camera, so your camera settings and how you take pictures will definitely impact your workflow process. For example, if you take pictures in RAW format, your workflow process will be a little more complicated than if you were to shoot in JPEG.

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 **Sports Photography**


- **Transferring images to a computer:** There are many ways to transfer images to your computer. The first part is physically connecting your SD/Compact Flash card to your computer, which you can do with a card reader or by connecting your camera with a USB cable.
- **Importing images into a photo application:** This step depends on how you handle the process of transferring images to your computer, because some software will do both in one step. For example, if you use Adobe Photoshop, Lightroom .
- **Organizing and sorting images:** Once your images are on your computer, you need to decide how you want to organize and sort them, so that they don't end up scattered all over your hard drive.
- **Post-processing images:** After organizing your photographs on your computer and within your favorite photo application, it is a good time to sit through and work on your images.
- **Exporting images:** Once you are done working on your images, the next step is to export those images for print or web publishing.
- **Backing up images:** You have to back up images to a single external drive once a week before

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 **Sports Photography**

- **Printing or publishing images to the web:** The final step is to print your photographs or publish them to the web. For printing, take your exported images and upload them to the printing company's or copy/burn the files to a thumb drive/CD.
- **Step 1:** Login to your Web Starts account and click the 'Edit Website' icon to edit your site.
- **Step 2:** Once in your website editor, locate and click the 'Insert Image' icon on the toolbar to open the File Manager.
- **Step 3:** Click the 'Upload files from your Computer' button to choose the image from your computer that you wish to upload. Once located, double click the image to upload it to your File Manager.
- **Step 4:** When the upload completes, double click on the thumbnail of the image you wish to add to your web page.


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 **INFOGRAPHICS AND DATA JOURNALISM**

- Using the sheer amount and diversity of digital information currently available, dat a journalism is journalism done with data, with the power to create a compelling st ory.
- Data collection can be a means of gathering information or a means of telling a stor y. Combining disparate (different)data can lead to a journalistic scoop, and data can be represented and given to the reader as Infographics.
- Infographics are visual representations of information. They can achieve their objectives by combining photographs, drawings, diagrams, films, or any other visual elements with text.
- The fundamentals of visual representation of information must be introduced in an Infographics and Data Journalism course. It entails a thorough examination of information graphics and digital visualisations, as well as the storytelling techniques of charts, maps, diagrams, and illustrations.


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INFOGRAPHICS

- Weather, survey and poll results, government statistics data, and other complex information are all displayed using Infographics. It's currently seen as a necessary component of news distribution.
- The majority of journalistic information is heavily data-driven. Furthermore, information graphics assist in preventing these facts from disrupting readers' momentum while immersed in a news narrative. They assist writers in sifting through the most significant data, focusing on the meat of the narrative, and presenting it in a much more digestible format than plain text. They're also useful for bolstering ideas and conclusions, as well as providing context for news items.


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How to Use Infographics

- **Watch out for colors:** sometimes they say more than the numbers. Pay attention to contextual meanings of colors like green (positive, good)
- **The data source is as important as the graphics itself.** It gives credibility to the data and shows transparency to the audience
- **Titles are the first step to call the attention of the reader.** They must be short and translate the general meaning of the graphic in one sentence. Using action verbs may help.
- **Pie charts and bar charts are the easiest to understand.** However, depending to the story, there are other options that can be more attractive and give the same results.
- **Interactive:** Since, Infographics are mostly used on digital platform, you can make it interactive in the sense to look closely click on this specific button. Etc.

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INFOGRAPHICS

- Infographics are frequently used in newspapers to display weather, as well as maps, site plans, and graphs for statistical data." However, Infographics are now used to show more than just a few statistics; the entire text can be displayed in an Infographic format.
- Newspaper articles that have been recognised Infographics cover a wide range of topics, from sporting events to government statistics to wedding advice.
- In today's age of information and data overload, it's important to deliver information quickly, simply, and visually appealingly.
- Infographics are a special type of graphic that combines text with pictures or visuals. It's also been proven that 90% of information is transmitted to our brain in the form of images.
- An increasing number of newspapers and publications are establishing Infographics departments within their editorial offices.

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BETTER INFOGRAPHICS

A better Infographics have following qualities.

- ❖ **Planning your infographic design:** The angle you choose will help you determine which information to include. Because Infographics allow for limited space for content, the purpose of your Infographic should be focused.
- ✓ **Titles:** Start off strong with a bold header for your Infographic, using bolder typefaces and colors.
- ✓ **Grid/wireframes:** Designing on a grid allows you to easily organize elements and information.
- ✓ **Layouts:** There are hundreds of possible infographic templates out there to choose from. For example, you could use a one column layout for a minimal Infographic, or create a list Infographic by spitting the layout into two columns.
- ✓ **Visualizing Data:** To decide which type of chart would best convey your data, you first have to determine what kind of data you want to present.

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BETTER INFOGRAPHICS

❖ **Infographic design elements:**

- ❖ **Typography** is a very important element for infographic design and your one way to explain your ideas and information when images, graphs or icons can't.
- ✓ **Photography:** There are ways to work around not having a photographer at hire by using royalty free images from places like Pixabay or Unsplash.
- ✓ **Contrast:** Try pairing complementary colors to make your headline visually rich. One of combinations is a darker blue with a brighter color like orange which makes your headline stand out.
- ✓ **Balance:** A balanced Infographic keeps the entire composition cohesive, especially in a long form Infographic.
- ✓ **Color:** When choosing your color scheme, decide on the tone of your Infographic. Is it a business infographic? If so, try using neutral colors like blue or green, or, of course, your brand colors.
- ✓ **Consistency:** In order for your Infographic design to flow from start to finish, the design elements need to be consistent. If you are using icons that are filled in, rather than line art icons, then keep using the same style throughout the entire Infographic.

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EXAMPLES OF SPORTS INFOGRAPHICS

❑ The sports world is a huge and diverse one, with a whole lot of various stories to tell.

❑ This infographic breaks down various segments of the Olympics into sizeable chunks and makes it much more understandable. Since there are a lot of numbers, the cliparts are used to counter them, and the varying color scheme keeps it dynamic and interesting

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CONTD..

SPORTS GOES MOBILE
A PROFILE OF THE MOBILE SPORTS ENTHUSIAST

- 61% participate in sports at least once a week
- 52% have sports-related apps on their phone
- 56% make sports-related purchases on their device at least once a month

TOP SPORTS OF INTEREST IN MOBILE:

- Football: 30%
- Basketball: 22%
- Tennis: 25%
- Golf: 29%

Sports is International:
Taggy Users around the world who use mobile devices to follow sports and post updates

- 40% use mobile devices to post updates to social media
- 42% use mobile devices to watch live sports

Regional Popularity:

- USA: 28%
- EMEA: 30%
- ASIA: 20%
- LATAM: 10%

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CONTD..

WHY SWIM?

- 1 HOUR** of vigor, swimming provides 1 hour of vigor
- Suitable for **ALL** ages
- STRENGTHENS** the lungs... the heart
- Gives a break from stressful thinking... for depression and anxiety
- Safe form of exercise by providing gentle resistance, building a base state of health
- Being constantly exposed to sudden cold water temperatures... prevents cold-related injuries
- Works all muscles in the body... can be an effective means of rehabilitation
- Good exercise for physical therapy due to buoyancy
- Useful survival skill & confidence for life

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**Good Luck
Thank You!!**

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