

# SPORTS JOURNALISM AN INTRODUCTION TO REPORTING AND WRITING pdf

## 1: Sports Journalism: An Introduction to Reporting and Writing - Ebook pdf and epub

*Sports Journalism introduces students to sports reporting careers and to the writing style sports writers and media relations professionals use.*

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## 2: Sports Reporting and Writing Training – www.enganchecubano.com

*Sports Journalism is an easy-to-read, easy-to-digest primer that conveys a sense of enthusiasm and authority about sports reporting. A variety of sources - including reporters, editors, commentators, and bloggers - make each chapter a lively read.*

Who do we write for? Reuters writes for three main audiences: Professional – investors, fund managers, brokers, lawyers, tax specialists and others who take actions based on the news or may use it as a talking point with clients and a source of ideas to inform a longer-term strategy. Media – broadcasters, newspapers, national news agencies, news websites. The broader public – financially and politically aware readers who get news on Reuters. And to comply with the Reuters Trust principles, all stories, blogs and columns must display "integrity, independence and freedom from bias".

Basic story structure A good Reuters story gets straight to the point and has all the main elements, including some context, analysis, human interest and color, woven in from the top, not just tagged on as an afterthought. The 5 Ws – Who? Typical trunk story intro for breaking news including market reports. Pulls together several urgents or updates on related events, or themes. The writer gets into the helicopter and looks for the big picture. State an argument, or forecast the implication of a trend, or come to a conclusion. What is the significance of this event, speech, development? Why should the reader bother to read on? To write the nut graph, answer the following questions: Assume the reader is new to the story, what is the context? Is this the first time? Is this a trend change? Is this a change in rank for the players as a result of the election, revolution, merger, takeover, earnings report, bankruptcy? What is at risk politically, economically, financially? Are there data and quotes back up the intro? You should source every new piece of information. Was a Reuters reporter, photographer or camera operator on the scene as a witness? Good sources and well-defined sourcing help to protect the integrity of the file and protect journalists against legal dangers see The essentials of Reuters sourcing. They should help to move the story along. Write yourself subheads to create the building blocks. Subheads can usefully help the reader about every words. Each block should follow logically and add detail or data, a quote, and some analysis or context, just like the first paragraphs of your story. What is changing and what is not? Who are the parties in conflict and why? For Reuters, national and international is usually more important than local Forward-looking is more important than backward-looking. Have I been fair to all parties and points of view? Have we given all relevant parties a chance to respond to each and every claim we make? Ensure information in the story agrees with and supports the headline, Are the headline tag and slug correct and appropriate? Confirm the day of the week and the date. Does the story make clear how we got the information, for example, from a newspaper pickup, interview, or news release? Check all the numbers. Do the components add up to the total, do individual percentages add up to ? Double-check the period covered, conversions, whether the figure is up or down. Watch for confusion between millions and billions, misplaced decimal points, transposed conversions. Watch the spelling of proper names and ensure names are spelled consistently throughout the story. Ensure the story provides full company names, full and proper titles, and RICs or ticker symbols in both the text and header field. Check that unfamiliar RICs and web site addresses mentioned in the story actually work. Check for balance and legal dangers. Is the story balanced and fair? Does the story cast a slur on the good name of an individual, company or organization? Use a second pair of eyes: Ask a colleague to read the story carefully to ensure that it is adequately sourced, accurate and fair, and written as concisely as possible. Your colleague must be critical. Most errors or problems can be caught in the bureau. Involve your bureau chief or an editor in charge in problem stories: Problematic stories should be copy edited by a senior reporter, bureau chief or editor in charge. If you must leave the bureau before your story is handled, make sure to provide a contact phone number. Even if permissioned for access to editing desk TASTE or EDIT baskets, reporters should NOT open a story in edit mode in an editing desk taste basket as it prevents editors from handling the story in a timely way and often causes confusion on busy desks. As a result we need to abide by line length guidelines to enable

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reporters and editors to move the copy quickly to meet readers speed needs. Newsbreaks that include pre-written material may run longer. Longer updates may be cut by desk editors in order to move the copy quickly. Updates that include pre-written material may run longer, provided this does not prevent the editing desk from moving the story quickly. The update series or "trunk" story format is designed to allow the reporter and editor to add information and analysis incrementally as the news breaks. Short, quick updates help meet the readers needs. Editing desks should try to fix and move problematic early updates quickly by cutting the story and then asking the reporter for a better version for the next update. Readers prefer short, easy-to-read stories and analyses, so newspaper story length guidelines are still useful. Most news stories in newspapers are between 300 and 500 words and most Reuters stories should be about the same. Desks are encouraged to cut overwritten copy. If a story cannot be cut easily because it is poorly structured, it may be sent back for a rewrite. This will delay publication. The final WRAPUP up on a breaking top news story that is likely to appear on a top news webpage or media wire news schedule, or significant exclusives, or especially well argued analyses tagged INSIGHTS, or features may run to 700 words, but you should check with your editor, bureau chief or regional desk. Make the headline strong Headlines should be short and informative. Use short words and an active verb and avoid unfamiliar abbreviations. It is better to convey one idea crisply and clearly than to cram in two ideas awkwardly. Often a geographic locator is also necessary. This is a warning that your headline may be getting too long. The key words approach to story structure Try making a list of 10 key words without which you simply could not write the story. Think more of the facts or concepts which must be there to guide your story structure. How long before you reach a crucial word in the intro? This is a variation of the key words approach to story writing. Read your lead and then count the number of words you use before you reach the one word that is strong and essential and cannot be thrown away. This is very often the news point. You should be hitting strong, essential words very quickly after you start to read the first sentence. You get there much sooner this way: Simply breaking the sentence in two can be a very useful way of shortening your lead. Support your intro with a quote Direct quotes add color and strength to your story and prove you have spoken to someone who knows what happened. Try to support your lead with a direct quote within the first few paragraphs, and be precise about who said this and where it was said. People rarely speak eloquently or succinctly. They do not order their facts in a way a journalist should. So use one or two short quotes in a story rather than several long ones. Make sure your quote pushes the story forward rather than simply echoes what you have just written. The hostage was released on Sunday and was in remarkably good health, the doctor said. That is called a "parrot" quote or "echo" quote and bores the reader. Rather, look for a quote that is different and strengthens the lead while pushing the story forward: Quotes can also be used to: Document and support statements made in the lead and elsewhere. Set off controversial material, where the precise wording can be an issue, as in legal contexts. When using indirect or reported speech, instead of direct quotes, sources either say something or they do not. Innuendo is rarely acceptable in news reporting. You should never guess at what a source means. This is rarely acceptable unless you have some other evidence to support the interpretation. Structuring the Body of the Story In addition to ensuring your story leads with the main facts, or leads with the main argument and quickly answers the questions why? Usually this is best done by building your story in blocks that follow sequentially.

## 3: Reporting and Writing Basics - Handbook of Journalism

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*Sports Journalism introduces students to sports reporting careers and to the writing style sports writers and media*

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*relations professionals use. The book stresses the importance of basic writing fundamentals and high ethical standards, essential values for sports journalists.*

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