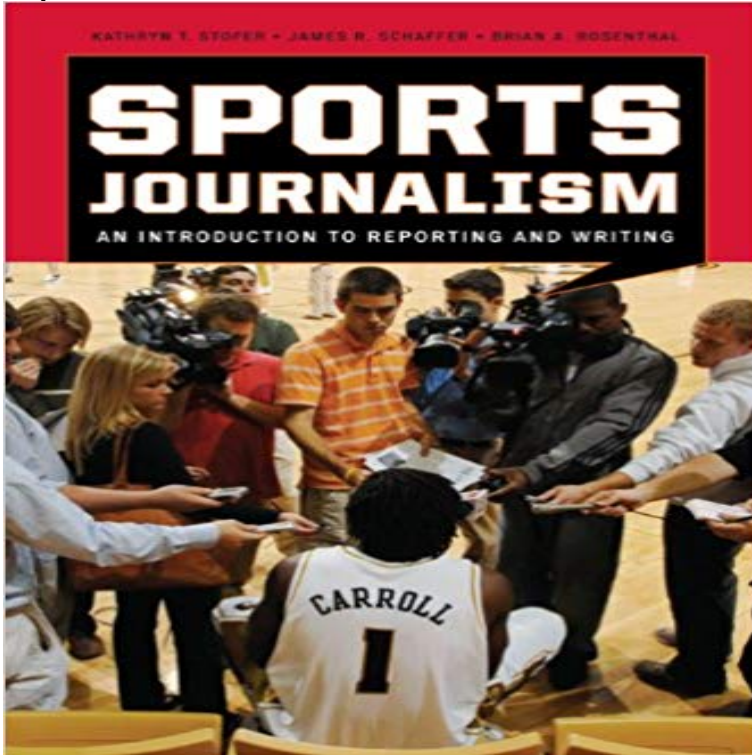


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Sports Journalism introduces students to sports reporting careers and to the writing style sports writers and media relations professionals use. The book stresses the importance of basic writing fundamentals and high ethical standards, essential values for sports journalists. Introductory chapters acquaint readers with issues and challenges in an industry in transition: changing technology, multimedia capability, citizen journalists and bloggers, shrinking news holes, and the deadline-dictated lifestyle of sports journalists. Skills chapters elaborate on news values and the conventions of journalism as they apply to sports writing. From leads to nut grafs, inverted pyramid to Model T, simple sentences to headlines, interviewing to using quotations, Sports Journalism focuses on the basics. The book expands the writers experience into building relationships with sources and media contacts, using numbers and statistics, practicing AP style, and abiding by legal and ethical standards. An easily accessible format uses checklists, illustrations, and anecdotes to show story organization, news release format, news conference protocol, and media guide content. Chapters include suggested exercises and activities.

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