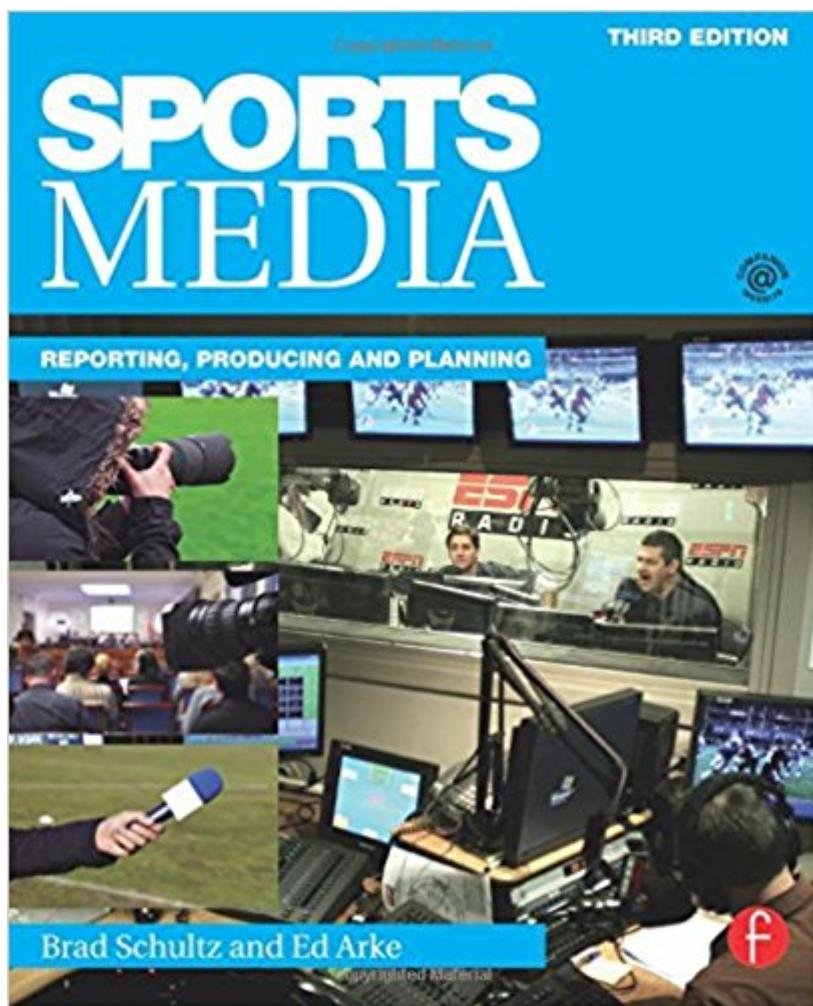


The book was found

Sports Media: Reporting, Producing, And Planning



Synopsis

Sports Media covers reporting, anchoring, and production, and offers thorough descriptions of the sports reporter and anchor's function in sports journalism. This text offers important historical background on the evolution of the sports industry, some grounding in the business of sports, and a discussion of social issues including the experience of women in sports journalism. New to this edition: An introduction focused on the intersection of economics, technology, and culture that drives modern sports journalism Interviews with industry experts currently working in the field of sports journalism The evolution of the industry to today's audience-driven, social media-influenced landscape Reporting as storytelling in a modern media environment A companion website (www.routledge.com/cw/schultz) featuring video and audio examples from the authors' own work to illustrate concepts from the text, links to additional examples and further resources, video tours of production facilities, video interviews with leaders in the field, and an updated instructor's manual.

Book Information

Paperback: 244 pages

Publisher: Routledge; 3 edition (October 30, 2015)

Language: English

ISBN-10: 1138902837

ISBN-13: 978-1138902831

Product Dimensions: 7.5 x 0.6 x 9.2 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #172,842 in Books (See Top 100 in Books) #7 in Books > Sports & Outdoors > Miscellaneous > Sports Broadcasting #21 in Books > Sports & Outdoors > Miscellaneous > Journalism #164 in Books > Textbooks > Communication & Journalism > Journalism

Customer Reviews

Brad Schultz specializes in broadcast news and sports and has written nine textbooks and authored nearly two dozen journal articles dealing mainly with sports broadcasting and how new technologies affect journalism practice. Schultz is the founding editor of the *Journal of Sports Media*, a scholarly journal that publishes twice yearly. He has produced several documentaries, including one which won a national Aurora Award in 2010. Before entering academia, Schultz spent 15 years in local television news and sports as an anchor, reporter, producer, news director, videographer and writer.

He received a Ph.D. from Texas Tech University. Ed Arke has over 30 years of broadcast experience including high school football and basketball play-by-play, college basketball and baseball, and as a sports anchor for Radio Pennsylvania. Dr. Arke holds an Ed.D. in Educational Leadership from Duquesne University and a M.S. in Communication from Shippensburg University. In addition, he serves as the NCAA Faculty Athletics Representative and a Professor of Communication at Messiah College. Dr. Arke is the Faculty Director of The Pulse: Messiah Collegeâ™s Media Hub.

son loved it

Good shape

Excellent book on Sports Journalism.

[Download to continue reading...](#)

Sports Media: Reporting, Producing, and Planning Bisk CPA Review: Financial Accounting & Reporting - 43rd Edition 2014 (Comprehensive CPA Exam Review Financial Accounting & Reporting) (Cpa Review ... and Reporting Business Enterprises) Broadcast News Handbook: Writing, Reporting, and Producing in the Age of Social Media (B&B Journalism) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Broadcast News Writing, Reporting, and Producing Wiley IFRS 2014: Interpretation and Application of International Financial Reporting Standards (Wiley Regulatory Reporting) Bisk CPA Review: Financial Accounting & Reporting - 41st Edition 2012 (Comprehensive CPA Exam Review Financial Accounting & Reporting) (Cpa ... Enterprises) (Bisk Comprehensive CPA Review) FATCA Reporting Handbook: This book provides step by step guidelines for FATCA reporting Reporting Research in Psychology: How to Meet Journal Article Reporting Standards Skateboarding: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Football: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Hockey: How It Works (Sports Illustrated Kids: the Science of Sports) (The Science of Sports (Sports Illustrated for Kids)) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Media:

Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) News Writing and Reporting for Today's Media Writing and Reporting for the Media

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)