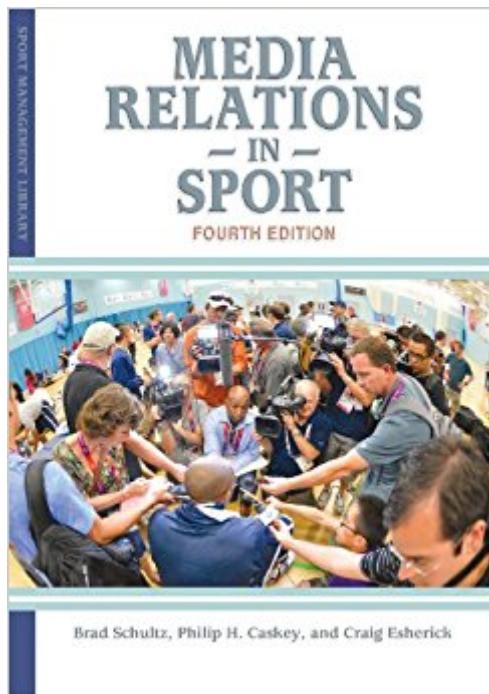


The book was found

# Media Relations In Sport



## **Synopsis**

In recent years the model of sport media communication has changed drastically, and it continues to evolve seemingly daily. The bywords of media communication are interconnectivity, interactivity, and mobility. The fourth edition of *Media Relations in Sport* provides readers information on the current trends and emerging areas in the field of sport communication from technology to social media to how the global outreach of sport has affected the sports media profession. While the fourth edition rightly goes into emerging areas of the field, it also retains the focus of the first three editions, specifically on the basics and principles of sports media that remain its foundations. Any student interested in a career in sports media has to know certain essentials -- how to interview, how to effectively create and distribute content, and how to deal with communications problems that will invariably arise. All of these subjects and more are addressed, as are more specialised topics such as those dealing with event management, publicity campaigns, and ethics.

## **Book Information**

Paperback: 312 pages

Publisher: FiT Publishing; 4th edition edition (December 15, 2013)

Language: English

ISBN-10: 1935412949

ISBN-13: 978-1935412946

Product Dimensions: 0.8 x 6.8 x 9.8 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #443,241 in Books (See Top 100 in Books) #63 in Books > Sports & Outdoors > Miscellaneous > Journalism #362 in Books > Textbooks > Communication & Journalism > Journalism #558 in Books > Business & Money > Industries > Sports & Entertainment

## **Customer Reviews**

Brad Schultz, PhD, is an associate professor in the School of Journalism and New Media at the University of Mississippi. Schultz's area of research interest is the effect of new technology on sports journalism. He has published nearly two dozen research articles in scholarly journals, including the *International Journal on Media Management*, the *Newspaper Research Journal*, the *Journal of Communication Studies*, the *International Journal of the History of Sport*, and the *International Journal of Sport Communication*. In 2006, Schultz launched the *Journal of Sports Media*, a scholarly journal that publishes twice a year. He continues to serve the journal as

editor-in-chief. Schultz has also authored six books. His previous works include *The NFL, Year One* (2013, Potomac Books), *Sports Media: Planning, Production and Reporting* (2005, Focal Press), *Broadcast News Producing* (2004, Sage), and *Sports Broadcasting* (2001, Focal Press). Prior to entering academia, Schultz spent 15 years in local television sports and news as an anchor, reporter, news director, producer, editor, videographer, and writer. Philip H. Caskey, MA, MS, is a social studies educator at University High School in Morgantown, West Virginia, teaching civics and world history. In the summer of 2010, Caskey returned to school full time to change his career from sports information into secondary education. Prior to returning to school, Caskey spent 11 years as a sports information director with the West Virginia University (WVU) Athletic Department. He was promoted to Associate Sports Information Director in December 2008, after serving his previous tenure as the office's assistant. A native of Martinsburg, West Virginia, Caskey served as the primary media relations contact for Mountaineer women's basketball and served as the secondary contact for WVU football. He also assisted with the overall operation of WVU's 15 other varsity sports and supervised a student staff. A seven-time award-winning College Sports Information Director's of America national and district feature writer, Caskey is also an adjunct instructor in WVU's College of Physical Activity and Sport Sciences graduate sport management program and WVU's Perley Isaac Reed School of Journalism online curriculum classes. He has also served as media coordinator for numerous WVU- and NCAA-hosted sporting events. Craig Esherick, JD, is an assistant professor in the School of Recreation, Health, and Tourism at George Mason University. He teaches sport management and sport governance and is the internship coordinator. Esherick was a sport management instructor at New York University before his tenure started at GMU. He also worked for America Online and CBS College Sports prior to moving back into the world of higher education as a professor. Esherick was a scholarship basketball player at Georgetown University, where he received an undergraduate degree in finance and a law degree.

very pleased it was delivered before estimated date!

Great textbook very informative

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

Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) Social Media: Master Social Media

Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Media Relations in Sport 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) An Overview to the Public Relations Function (Public Relations Collection) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) Contemporary U.S.-Latin American Relations: Cooperation or Conflict in the 21st Century? (Contemporary Inter-American Relations) Higher Goals (SUNY Series on Sport, Culture, and Social Relations) Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Separate Games: African American Sport behind the Walls of Segregation (Sport, Culture, and Society) More Than Just Peloteros: Sport and U.S. Latino Communities (Sport in the American West) The Physical Educator's Big Book of Sport Lead-Up Games: A complete K-8 sourcebook of team and lifetime sport activities for skill development, fitness and fun! Governance and Policy in Sport Organizations (Sport Management) Introduction to Sport Law With Case Studies in Sport Law 2nd Edition Young People's Voices in Physical Education and Youth Sport (Routledge Studies in Physical Education and Youth Sport)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)