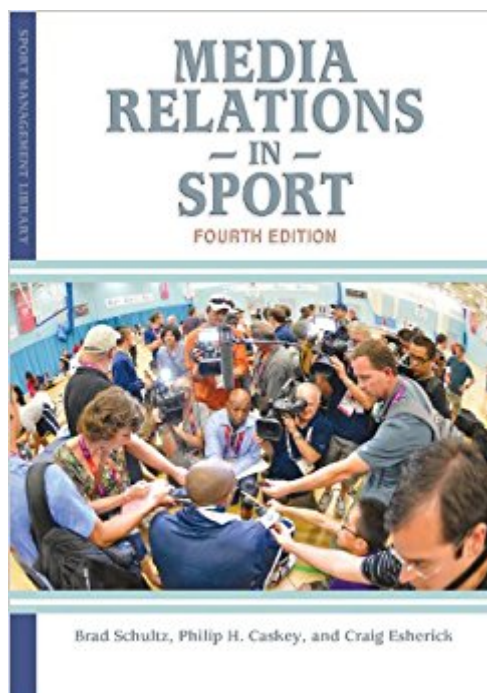


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Media Relations In Sport



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.

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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.

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