

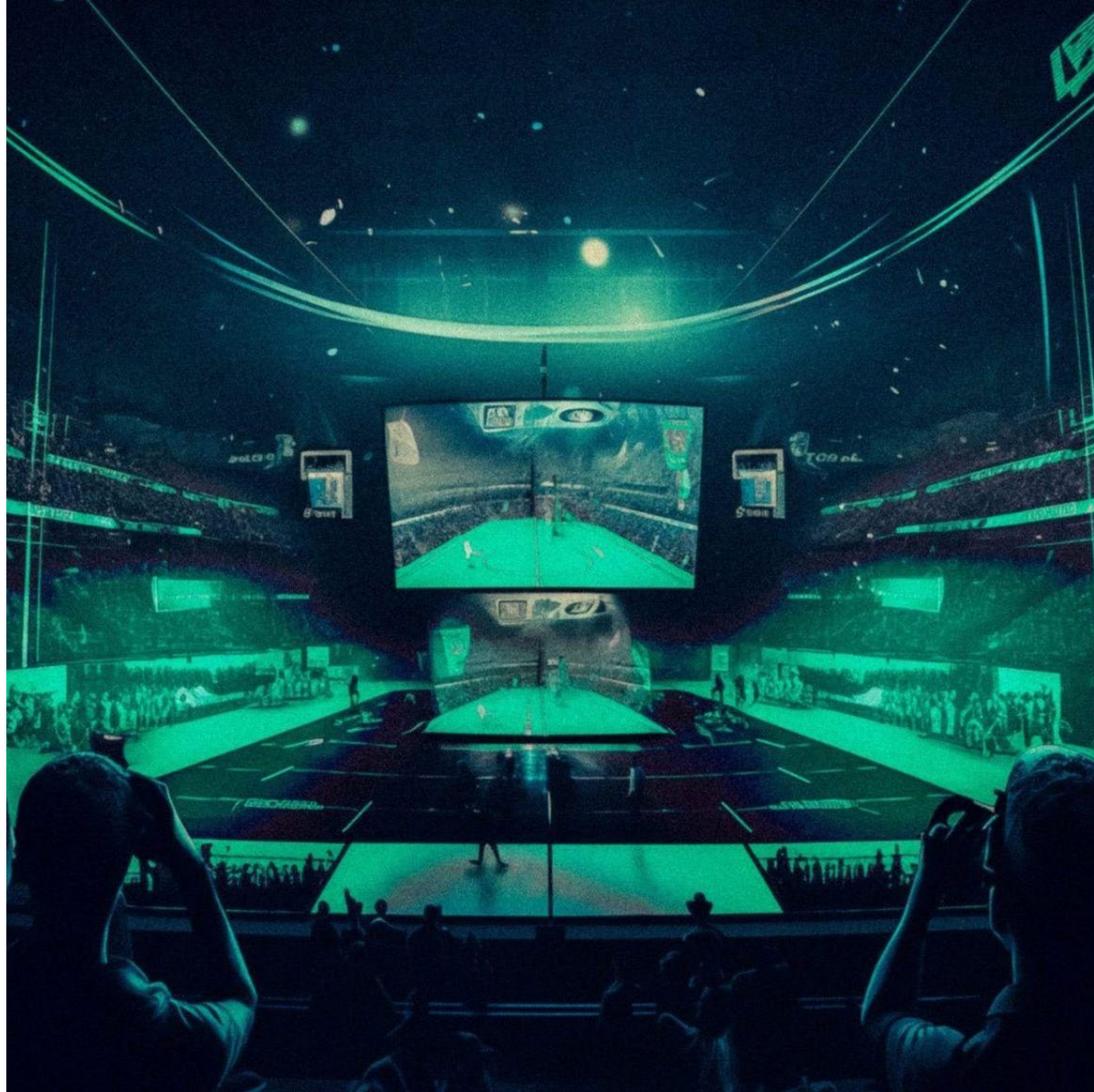
Unconventional Approaches to Covering Conventional Sports

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What's coming up?

- Brief history
- The Big 3
- Power to Pivot
- Video
- Social media
- AI
- Humor
- The future



Evolution of Sports Coverage

- 1800s: Sports coverage was limited to local newspapers; focused on horse racing and boxing.
- Early 1900s: Radio broadcasts emerged, expanding reach but still limited in scope and depth.
- Mid-1900s: Television revolutionized sports coverage, bringing games into homes nationwide.
- Late 1900s: Cable TV and ESPN provided dedicated sports channels and 24/7 coverage.
- 2000s: Internet and social media enabled instant access, highlights, and fan interaction.





Sports Coverage: 1800s

- Limited to local newspapers.
- Focused on horse racing and boxing.
- Few dedicated sports journalists.
- No in-depth analysis or game recaps.
- Often included personal opinions and biases.



Sports Coverage: Early 1900s

- Radio broadcasts emerged.
- Expanded reach but still limited in scope.
- Few dedicated sports journalists.
- No in-depth analysis or game recaps.
- Often included personal opinions and biases.

Sports Coverage: 2000s

- Internet and social media enabled instant access and highlights.
- Fans can interact directly with teams, players, and other fans.
- Rise of fantasy sports and online betting.
- Greater emphasis on player personalities and off-field stories.
- Increased accessibility to sports news and information.





Sports Coverage: 2010s

- Rise of smartphones and tablets.
- Social media integration.
- Live streaming and on-demand services.
- Data-driven journalism and analytics.
- Increased fan engagement and participation.

Types of Communication



Written
Communication



Group
Communication



Verbal
Communication



Feedback
Communication



Visual
Communication



Non Verbal
Communication



Mass
Communication

www.businesslouder.com

The Big 3

- Technology
- Distribution
- Storytelling

Power to Pivot

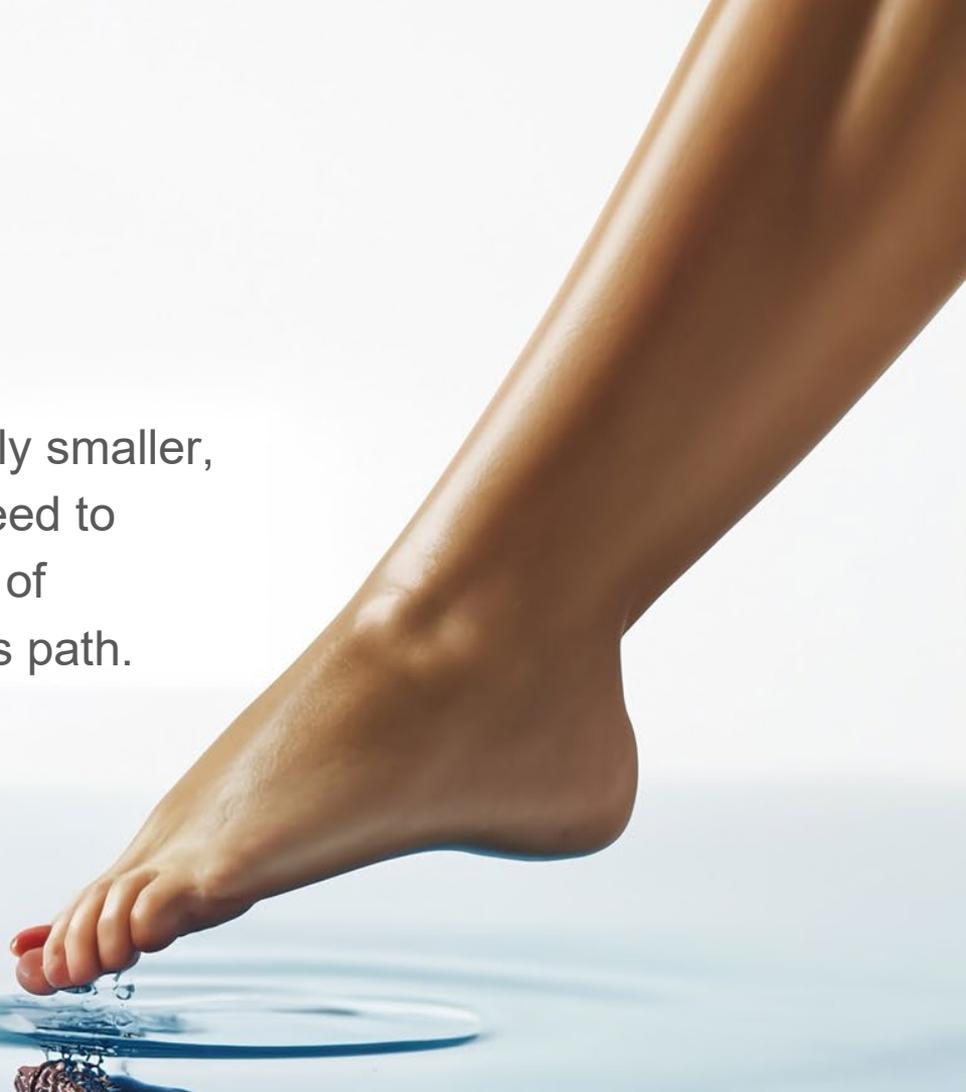
When it comes to being unconventional, embracing change, no matter how uncomfortable, has to happen. Even if it's a slight modification here, or a tweak there, it has to happen.

And the reason is really simple.

To be blunt ... **EVOLVE OR DIE!!**

The Use of Video

While many news organizations, especially smaller, community-centric ones, recognize the need to incorporate video into their dissemination of content, they tend to take a more cautious path.



The Use of Video - 2

But what they really need to do is just take the plunge and dive right in and ...

<https://youtu.be/3l3sJHA1ITU>



Use of video - 3

Don't just limit its use to an occasional moment you record that you post on Twitter/X, Threads or Instagram.



Use of video -4

- Channel your “inner-Spielberg”
 - Create visual content that speaks to your audience
 - Can be done with a Smartphone
 - Various editing software Apps like Capcut and inshot which is great for sports highlights
 - YouTube tutorials are the best!!!

Two foundational aspects of journalism

- Tell good stories and that story ... IT AIN'T ABOUT YOU OR WHAT YOU LIKE ALWAYS!



Social Media Storytelling

- Local sports reporters can create social media accounts dedicated to their beat.
- Share content that interests the audience and includes multimedia elements.
- Interact with followers, answer their questions, and create polls.
- Go live on social media to broadcast games and events.
- Partner with local businesses to run contests and giveaways.
- Use this to leverage being a bridge that connects local businesses with a younger, more tech-savvy audience.





AI in Sports Coverage

- Personalize content for fans
- Transcribe interviews and press conferences (otter.ai)
- Create data visualizations

Injecting Humor into Sports Coverage

- Incorporate humor into sports coverage.
- Sports are fun! Remember to show that in your coverage.
- Jokes and funny anecdotes can engage your audience and make your content more enjoyable.
- Don't go overboard! Too much humor can be distracting and take away from the focus of your coverage.
- Ensure the humor is relevant to the sport and the story.
- Avoid offensive or insensitive jokes.



Sports Coverage: The Next Decade

- Artificial Intelligence and Machine Learning
- Immersive Experiences (VR/AR)
- Wearable Technology and Enhanced Data
- Esports and Niche Sports
- Globalization and Increased Accessibility
- AND ...
- POWERING UP PARTNERSHIPS

Community Journalism Partnerships with Universities

- Partner with nonprofit news organizations
- Create sports content that appeals to their audience
- Build relationships with key stakeholders
- Share content across multiple platforms
- Potential sponsorship opportunities



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If you would like a copy of this PowerPoint, email me at sherrodb@bu.edu.

