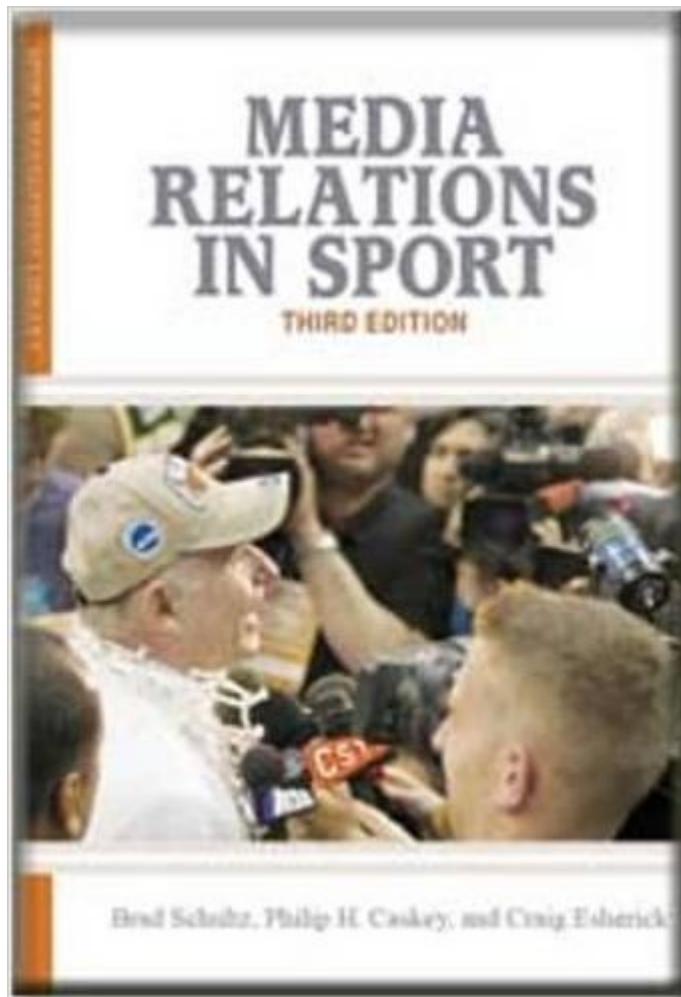


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Media Relations In Sport (Sport Management Library)



Synopsis

Any student interested in a career related to sport media has to know certain essentials -- how to interview, how to effectively create and distribute content, and how to deal with communication problems that will invariably arise. All of these subjects and more are extensively addressed in this new and completely revised edition. The emphasis of these topics is not so much related to a theoretical understanding of sport media, but rather a practical one. The book is written with the idea that sport media communication does not exist as only something to be discussed in the abstract. Rather, there are fundamental skills, approaches, and procedures that relate directly to the success of communication. While this third edition rightly goes into emerging areas of the field and examines sport media relations from a global perspective, it also retains the focus of the first two editions, specifically on the basics and principles of sport media that remain its foundations.

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