

# Internship and Career Service Industry Guide: Sports Journalism

## OVERVIEW

Sports journalism focuses on reporting amateur and professional sporting news and events. Sports journalists work in all media, including print, television broadcasting and the internet. As a sports journalist, you can expect a variety of job duties such as reporting game statistics, interviewing coaches and players and offering game commentary. You can work in a variety of media, including radio, television and print.

## CAREER PATHS IN SPORTS JOURNALISM

A variety of sports journalism careers exist. Perhaps you prefer to be in front of or behind the camera; maybe you like asking questions, interviewing people or effectively stringing phrases together to form a captivating text, taking the reader back to pivotal moments in the game. A sports journalism career is sure to be an exhilarating one.

<b>Editing:</b> The sports editor is responsible for quality news, features and photos on athletic events, people or issues.	Sports Editor Online Editor Digital Editor/Producer
<b>Writing:</b> A sports writer is someone who delivers engaging and informative news on sports to readers of blogs, websites, newspapers, or magazines.	Sports Writer Sports Journalist Multimedia Reporter Sports Commenter Online Writer Copywriter
<b>Media Content:</b> Athlete driven media refers to sports related content that is created and posted. This can be on social media, blogs, or other outlets that engage fans.	Director/Coordinator of Social Media Radio/Television Broadcaster Director of Media Relations Media Representative Sports Media Relations Assistant Creative Content Assistant
<b>Design:</b> Designers will work primarily on packaging, print, environmental, and web related design projects.	Graphic Designer Film/Video Producer Photojournalism Production Assistant
<b>Research:</b> A sports analyst provides expert discussion of sports-related topics before, during, or after a sporting event.	Sports Analyst Researcher/Programmer Sports Information Specialist
<b>Marketing:</b> Sports marketing is a growing division of the marketing field that focuses on the business of sports and the use of sports as a marketing tool.	Assistant Marketing Manager Marketing Assistant Sales Manager Advertising Assistant Event Manager/Assistant

## WHAT CAN YOU DO NOW?

Sports journalism is a competitive yet exhilarating job prospect. However, it takes more than just a passion for sports to get settled into the industry. Here are some next steps to consider:

Develop a portfolio and gain experience: Sports journalists should have a strong journalism portfolio, a collection of journalism samples that demonstrate skills and experience in journalism. Early on, a journalist portfolio may consist of pieces published in college publications during internships, or starting off in an entry level role. Work or intern experience is invaluable and will give you an edge when applying for jobs. It will also help you determine if you prefer newspaper, online, television, radio, or magazine journalism.

Start a blog: One way you can hone your writing skills is by starting your own blog. First, decide what your blog will focus on. Since your interest is in sports journalism, start a sports blog detailing commentary, highlights, and results from sporting events you attend. Also, fill your blog with stories and interviews you have conducted with athletes and coaches

Read, read, read: Start reading articles, books, editorials, and opinion pieces written by well-known sports journalists. Reading the work of professional sports journalists will expose you to the writing styles, content, and the ingenuity that is needed to be a successful sports journalist.

Do freelance work: Sports journalism is a competitive job market. While an internship can give you an edge, doing freelance work while you are searching for a more stable job can enhance your resume. Find freelance work by contacting websites, magazines, newspapers, and radio stations that have regular sports reports.

Network and maintain relationships: Remember to network during your undergraduate studies, internship, and freelancing experience. Create relationships with your supervisor and other writers. These relationships can lead to job opportunities in the future.

## SKILL SETS & PROFESSIONAL QUALITIES

Broad Understanding of Sports Business | Actual Industry Knowledge | Research Skills | Ability to Connect With Sports Fans | Creativity | Solid Communication/Writing Skills | Quick Learner | Honest | Trustworthy | Curious | Loyal | Passionate | Tenacious | Fearless | Kind | Integrity

### Online Resources

[Butler University Journalism Student Media](#)

[Butler University Entertainment Media & Journalism](#)

[Butler University Volunteer Center](#)

[Internship & Career Services: Guide to Professional Success PDF](#)

[Sports Journalism Careers \(journalismdegree.com\)](#)

[What Is Sports Journalism? \(learn.org\)](#)

[Sports Industry Jobs \(sportscareerfinder.com\)](#)

[Work in Sports \(workinsports.com\)](#)

[Sports Journalism Careers \(journalismdegree.com\)](#)

[Sports Broadcasting, Journalism & Media \(allaboutcareers.com\)](#)

[Online Resources for Finding Jobs in Sports \(mashable.com\)](#)

[Sports Writing Skills \(sportsnetworker.com\)](#)