



# Sport & the Media



# Introduction

- Sports coverage in the media is an important issue.
- Newspapers sell because of good sports coverage; people expect to be able to listen to and see sport on radio and television.
- There are many new ways of finding out more about sport, with the internet being a significant source.



# Newspapers

- Sport as been reported in newspapers for nearly 300 years, some London newspapers had advertisements for games of cricket.
- Today newspapers continue to contain information about individuals, teams and sporting events.
- Sensational headlines are often used to encourage people to buy the newspaper.

The logo for SIMA (Sports Illustrated Media Awards) features the letters 'SIMA' in a bold, black, sans-serif font. The letters are set against a green diamond shape with a black border. The diamond is tilted and has several yellow and orange triangular shapes around it, suggesting a sunburst or a dynamic, energetic feel.

# Influence of Newspapers

- Newspapers can have a considerable influence on the popularity of an individual, a team or even a sporting event.
- They analyse a teams performance over a relatively long period of time.
- They speculate about future managerial appointments.
- Promote discussion and debate amongst fans.
- Newspapers can build up the image of a sports personality, but they can also spoil that image.

The logo for SIMA (Sports Illustrated Magazine Association) features the letters 'SIMA' in a bold, black, sans-serif font. The letters are set against a green diamond-shaped background with a black and red striped pattern. The logo is surrounded by several yellow triangular shapes pointing outwards, suggesting motion or energy.

# Magazines

- There are specialist sports magazines such as Runners World, Match and Athletics Weekly.
- Some of these magazines can be easily bought in newspaper shops, whereas other are only available through subscription or membership of an association.
- They often contain information to help the reader develop new skills.
- They contain information about personalities and forthcoming events.
- They also contain game plans and performance statistics.

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**SIMA**

# Books

- There are many books about sports, these generally fall under three categories:
  - Biographies and autobiographies
  - Books about sporting events or history of a sport
  - Coaching manuals



# Radio

- Most sports are covered by radio at both local and national level.
- Radio sports broadcasting began in the 1930's.
- Its main appeal was the live broadcast.
- Radio 5 has more sports coverage than other radio channels with both commentary on matches and in depth discussions about sporting issues.
- Local radio plays an important part in many communities giving information and match commentary on local teams.



# Terrestrial Television

- The first live football match was the 1937 FA Cup final between Sunderland and Preston North End.
- Televisions were rare in those days and only available in the London area.
- The growth of television since then has been enormous.
- Satellite links now relay television pictures around the world.
- Sport has benefited financially as BBC and ITV bid against one another for the rights to screen the most popular events usually paying huge sums of money.
- Channel 4 does not compete for mainstream events due to the huge cost, but has shown many minority sports such as:
  - Wheelchair basketball
  - Netball
  - Cycling
  - American football (minority within the UK)
  - Models of Sport Development
  - The Sport Development Strategy



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# Satellite/Cable Television

- In 1989 satellite television was launched.
- People pay to receive broadcasts, via satellite dish or cable. Sky television in 1992 secured a deal with the premier league for exclusive live coverage of football matches.
- In 1997 Sky paid £670 million for the live matches.
- Also in 1997 the BBC paid £73 million to show highlights on Match of the Day.
- Some football clubs now even have their own channels e.g. Manchester United, Real Madrid and Arsenal.



# Cinema

- Films are often made about sporting events.
- Some are fictional, other based on true stories:
  - Cool Runnings
  - Chariots of Fire
  - Wimbledon
  - White Men Can't Jump
  - Fever Pitch
  - Tin Cup
  - Field of Dreams

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# Internet

- Many sporting organisations have their own websites.
- This allows up-to-date information to be available.
- All of the Premier League football clubs have their own website.
- Fans can keep in touch by using email, blogs, forums etc.
- Most governing bodies also have websites e.g. The Football Association (FA)