

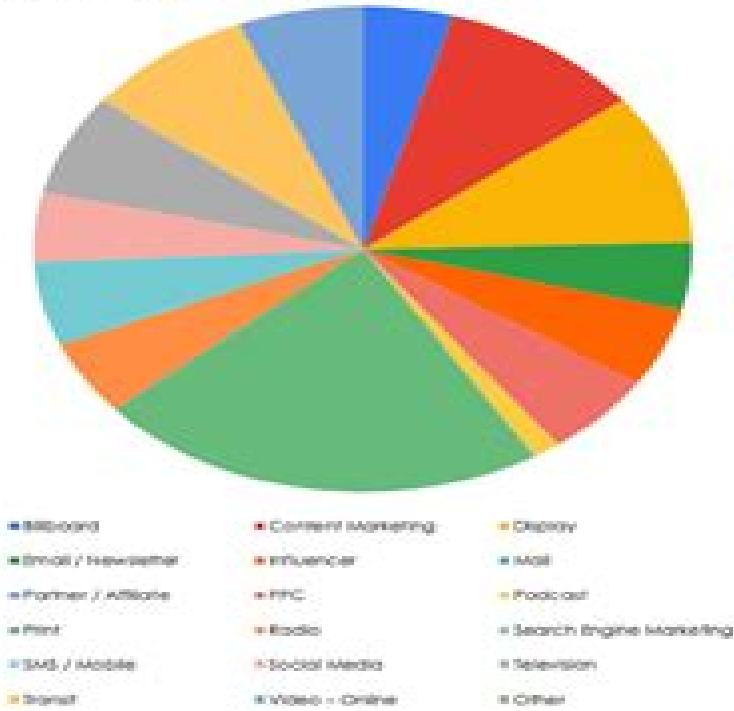
PAID MEDIA PLAN TEMPLATE – EXAMPLE

MONTH REPRESENTED	GOAL
JANUARY	Enter Monthly Goal

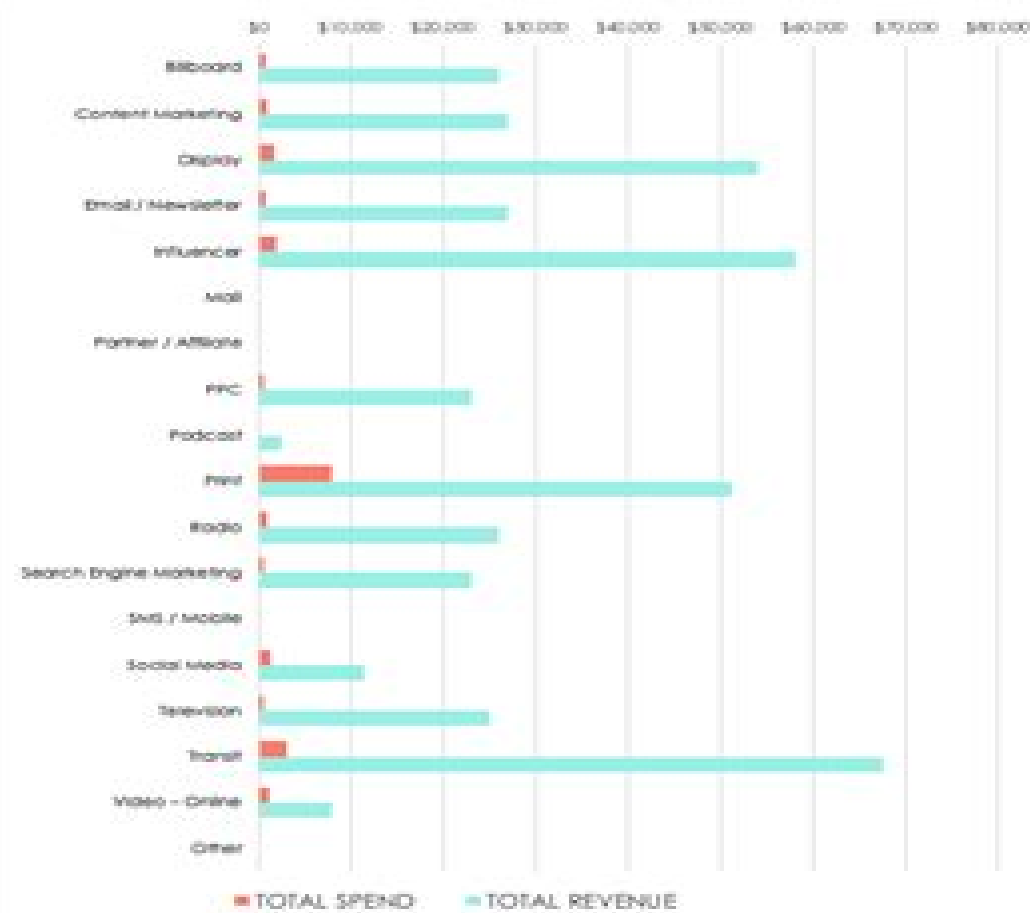
BUDGET OVERVIEW

MONTHLY BUDGET	\$25,000.00
TOTAL SPEND	\$22,179.00
BUDGET REMAINING	\$2,821.00

% of SPEND per PAID MEDIA TYPE



REVENUE vs. SPEND per PAID MEDIA TYPE



MONTHLY DATA

Line	Spots / Campaigns	Platform / Site / Publication	Product / Service	Deal Type	Target Impressions / Acquisitions	CPC / CPA / CPE	Revenue	Profit
1	10	Facebook Ads	Facebook Ads	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
2	10	YouTube	Video Ad	\$100.00	10	\$10.00	\$1,000.00	\$100.00
3	10	Instagram	Image Promotion	\$100.00	10	\$10.00	\$1,000.00	\$100.00
4	10	Life and Style	Print Ad	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
5	10	News Desk Letter	Newsletter Ad	\$100.00	10	\$10.00	\$1,000.00	\$100.00
6	10	Billboard Co.	Out of Home	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
7	10	John A.	Regional Radio Ad	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
8	10	Public Transportation	Print Ad	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
9	10	Life and Style	Print Ad	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
10	10	Public Transportation	Print Ad	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
11	10	Google	Google Search Ads	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
12	10	Radio City Letter	Print Ad for Radio	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00
13	10	Transit	Display Network Ad	\$1,000.00	10	\$100.00	\$1,000.00	\$100.00

MONTHLY OVERVIEW

Line	Platform	Spots / Campaigns	Spots / Campaigns	Revenue	Profit
1	Billboard	10	\$1,000	\$1,000	\$100
2	Content Marketing	10	\$100	\$100	\$10
3	Display	10	\$1,000	\$1,000	\$100
4	Email / Newsletter	10	\$1,000	\$1,000	\$100
5	Influencer	10	\$1,000	\$1,000	\$100
6	Mobile	10	\$1,000	\$1,000	\$100
7	Partner / Affiliate	10	\$1,000	\$1,000	\$100
8	PPC	10	\$1,000	\$1,000	\$100
9	Podcast	10	\$1,000	\$1,000	\$100
10	Print	10	\$1,000	\$1,000	\$100
11	Radio	10	\$1,000	\$1,000	\$100
12	Search Engine Marketing	10	\$1,000	\$1,000	\$100
13	Social Media	10	\$1,000	\$1,000	\$100
14	Television	10	\$1,000	\$1,000	\$100
15	Transit	10	\$1,000	\$1,000	\$100

# Sports Media Planning Production And Reporting

**Brad Schultz, Ed Arke**



## **Sports Media Planning Production And Reporting:**

*Sports Media* Brad Schultz, Ed Arke, 2015 Revised edition of Sports broadcasting Boston MA Focal Press 2002      **Sports Media** Brad Schultz, 2005 Emphasizing the skills required to be successful in sports journalism this text offers descriptions into the role of the sports reporter s function as well as offering historical and background information into the evolution of the sports industry      Sports Media Bradley Schultz, 2012-07-26 A uniquely comprehensive text Sports Media emphasizes the skills that you will need in order to be successful in the industry With extensive coverage on reporting anchoring and production this text offers thorough and effective descriptions of the sports reporter and anchor s function in a broadcast environment Going beyond the essential skills Sports Media also offers important historical and interesting background on the evolution of the sports industry some grounding in the business of sports and a discussion of social issues including the experience of women in sports and sports broadcasting Covering all aspects of sports broadcasting this text features reporting writing leads style tricks of the trade shooting on location editing production live event production ethics and resume tapes as well as tips on seeking employment in the industry This new second edition focuses on the special new demands and necessary skill you will need for today s converged media print broadcast and digital      **Sports Media** Bradley Schultz, 2005      Australian Sports Journalism Peter English, 2020-11-29 This insightful volume explores the major challenges facing sports journalism in Australia today discussing how in an environment dominated by sports organisations and increasing commercial factors the role of the sports journalist is being severely compromised By combining quantitative and qualitative responses from 120 sports journalists with previous research and placing these in the theoretical lenses of field and gatekeeping theories this book provides a comprehensive overview of the field of Australian sports journalism Topics discussed include ethical questions in reporting on sports the role of women in sports journalism and the increased commercialisation of the field as well as journalists perceptions on sports organisations and the changing access for media The book also offers suggestions for the future of the industry and two contemporary conceptual models are developed Offering important insight into the workings of contemporary sports journalism in Australia this book is a useful resource for academics and students around the world in the fields of journalism media sports and communication      **Strategic Sport Communication** Paul M. Pedersen, Pamela C. Laucella, Edward Kian, Andrea N. Geurin, 2024-04-29 Strategic Sport Communication explores the multifaceted segment of sport communication This text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents      *Sports Media* Andrew Billings, 2012-01-25 Looking toward a future with increasingly hybridized media offerings Sports Media Transformation Integration Consumption examines sports media scholarship and its role in facilitating understanding of the increasingly complex world of sports media Acknowledging that consumer demand for sports media content has influenced nearly every major technology innovation of the past several

decades chapters included herein assess existing scholarship while posing important future questions about the role sports media will play in the daily lives of sports fans worldwide Contributions from well known scholars are supplemented by work from younger researchers doing new work in this area Developed for the Broadcast Education Association's Electronic Media Research series this volume will be required reading for graduate and undergraduate students in media communication sociology marketing and sports management and will serve as a valuable reference for future research in sports media

**Routledge Handbook of Chinese Media** Ming-Yeh T. Rawnsley, Yiben Ma, Gary D. Rawnsley, 2015-04-24 The study of Chinese media is a field that is growing and evolving at an exponential rate Not only are the Chinese media a fascinating subject for analysis in their own right but they also offer scholars and students a window to observe multi directional flows of information culture and communications within the contexts of globalization and regionalization Moreover the study of Chinese media provides an invaluable opportunity to test and refine the variety of communications theories that researchers have used to describe analyse compare and contrast systems of communications The Routledge Handbook of Chinese Media is a prestigious reference work providing an overview of the study of Chinese media Gary and Ming Yeh Rawnsley bring together an interdisciplinary perspective with contributions by an international team of renowned scholars on subjects such as television journalism and the internet and social media Locating Chinese media within a regional setting by focusing on Greater China the People's Republic of China Taiwan Hong Kong Macau and overseas Chinese communities the chapters highlight the convergence of media and platforms in the region and emphasise the multi directional and trans national character of media information flows in East Asia Contributing to the growing de westernization of media and communications studies this handbook is an essential and comprehensive reference work for students of all levels and scholars in the fields of Chinese Studies and Media Studies

**Strategic Sport Communication, 2E** Pedersen, Paul M., Laucella, Pamela, Kian, Edward, Geurin, Andrea, 2016-08-05 Strategic Sport Communication Second Edition presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents

Gossip Men Christopher M. Eliaz, 2024-05-31 A finely crafted study of J Edgar Hoover George McCarthy Roy Cohn and the use of gossip in 1950s US politics Library Journal starred review A juicy introduction to three of the most controversial figures in twentieth century American politics Well researched and stimulating Publishers Weekly In Gossip Men Christopher M Elias takes a probing look at three towering and tarnished twentieth century figures to reveal a host of startling connections among gender sexuality and national security in modern American politics Elias illustrates how Hoover McCarthy and Cohn solidified their power through the skillful use of deliberately misleading techniques like implication hyperbole and photographic manipulation Just as provocatively he shows that the American people of the 1950s were particularly primed to accept these coded messages because they were already familiar with such tactics from widely popular gossip magazines By using gossip as a lens to examine profound issues of state

security and institutional power Elias thoroughly transforms our understanding of the development of contemporary American political culture A perspective well informed political and cultural history Elias makes a stimulating book debut with interwoven biographies of FBI Director J Edgar Hoover Wisconsin Sen Joseph McCarthy and lawyer Roy Cohn Kirkus Reviews Gossip Men manages the neat trick of portraying three monsters in ways that induce as much pity as fury Air Mail A masterful interpretation of the politics of the early Cold War Commonweal Informative entertaining An important novel history text Foreword Reviews

*Strategic Sport Communication* Paul Mark Pedersen, Pamela C. Laucella, Edward Kian, Andrea N. Geurin, 2021 This book explores the multifaceted segment of sport communication This text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents

*Sport Sociology* Peter Craig, 2016-05-16 Any study of sport is incomplete without consideration of its social function and structures its economic impacts both locally and globally and its political dimension particularly when used by nations for competitive gain Sport Sociology provides a comprehensive overview for any student taking a course on the subject at college or university including both established and emergent themes from issues around power diversity and consumerism through to newer topics such as the digital environment and climate change both now covered in new individual chapters Other chapters have been fully revised to include up to date literature and case studies as well as new key terms and reflective tasks A new Key Thinker box feature included in each chapter introduces readers to an esteemed theorist relevant for the chapter topic to help link theoretical concepts to practice and offer up suggestive research directions for student assessment

**Sports Journalism** James R. Schaffer, Steve Schaffer, Amie Just, Kathryn T. Stofer, 2024-10-21 Sports Journalism combines decades of on the field reporting and in the classroom teaching to present the most comprehensive and contemporary playbook for student journalists The third edition features expanded coverage of social media writing and interviewing skills as well as discussions on race and gender in the world of sports Two new authors Steve Schaffer and Amie Just join the third edition with stories and insights from their nonstop lives as sports journalists Since today's sportswriters are often also bloggers videographers commentators talk show anchors and webmasters the authors have filled the book with the technologies and techniques they use across their many roles Chapters provide exercises for practicing concepts and skills as well as discussion prompts about contemporary issues in sports Features New chapters on social media and on building relationships with sources colleagues and media contacts Interviews with journalists whose success is measured by their many many followers Discussion questions that get students talking about issues like paying collegiate athletes violence in sports and its long term physical and mental effects on players and equality issues on and off the field An expanded glossary that includes terms such as hot takes scam and trolls Writing tips for journalistic style including how to use numbers and statistics accurately and effectively Helpful examples on interview techniques Discussion of legal terms that apply to published work Promotion of the ethical standards

set forth by the American Sports News Editors and the Society of Professional Journalists

### **Introduction to Sports**

**Journalism** Matthew H. Zimmerman, Lauren M. Burch, Brian Moritz, 2024-09-12 Sports journalism has seen massive upheaval in recent years. Today's 24/7 sports networks, streaming services, and social media platforms bring sports coverage and live events to consumers anytime anywhere. But despite the increase in the number of media outlets and the speed by which news is delivered and consumed, the basic tenets of sports journalism remain, albeit with a few new wrinkles. Embracing this dynamic, *Introduction to Sports Journalism* provides students with the practical knowledge and tools to succeed in the evolving field of sports journalism. While other texts repeat the sports journalism is changing refrain, *Introduction to Sports Journalism* sheds light on how and why it's changing. Through these discussions, students are challenged to formulate their own perspectives on contemporary sports journalism, journalistic expression, and how these concepts fit in today's evolving media and societal landscapes. The text begins with an overview and history of sports journalism and traditional media. Also discussed is the impact of today's nontraditional journalists: the bloggers and videographers outside traditional media channels. The core of the text then focuses on developing practical skills required to work in the sports journalism field, including knowing how and what to write to craft compelling stories. Much attention is paid to analytics: what they are, their variations across sports, and how to interpret and use them effectively. Also featured are digital media: blogs, podcasts, and social media platforms, and the technological tools used to create content. Sports journalism and public relations often overlap, and the text explains the nuances of the respective functions. Public relations tools such as media guides and game notes are presented, as well as a section on crisis communication. The pressure to break the story can tempt even the best journalist to plagiarize or fabricate stories or skip fact checks. The text covers journalism ethics and provides best practices for avoiding traps. Racial and gender bias and the importance of providing equitable coverage are also discussed. Additionally, legal issues such as copyright, privacy, discrimination, defamation, reporter's privilege, and first amendment rights are addressed. The book concludes with a discussion of career paths and challenges facing the industry. The landscape is changing, and in response, the authors provide career advice for students entering the field. In the chapters, you'll find Industry Profile sidebars featuring interviews and conversations with practicing sports journalists. Also included are Time Out activities throughout the chapters, and end-of-chapter discussion questions, applied activities, and practical exercises, all designed to engage students more fully with the content and apply learning to real-life situations. *Introduction to Sports Journalism* provides a comprehensive overview of contemporary sports journalism, spanning all media platforms and sport organizations, to prepare students for a dynamic career in sports journalism.

### **Sport Sociology**

Paul Beedie, Peter Craig, 2010-05-24 A welcome addition for those who teach sports studies. Used as a primer, this book provides readers with an excellent introduction to the key sociological concepts, methods, and theories, and also offers useful examples and contextualised discussions that beginners to the realm of sociology will no doubt appreciate. Beedie has compiled for students a good companion text that could certainly be used in

conjunction with more detailed books and to guide students through more complex academic texts Students have certainly appreciated Beedie s efforts to help them apply sociological rigour to analysing their sporting worlds identities and experiences Geoffery Kohe Worcester University This should be highly useful for any sports studies students who are encountering the sociology of sport for the first time even those who have previously studied sociology Alison Cain Hertfordshire University Sociology is central to the study of sport in higher education This reader friendly textbook introduces all of the subject s core themes such as power diversity and mediation and relates them to major contemporary social issues such as commercialisation and globalisation Special emphasis is given throughout to examples drawn from the UK and to the significance of the 2012 Olympics Theoretical explanation is fully supported by case studies practical and reflective exercises and guidance on further study

Handbook of Research on Sport and Business S. Söderman,H. Dolles,2013-01-01 S derman and Dolles have assembled an impressive array of researchers to address the nexus between sport and business In their rich collection of research on sport business theory and practice S derman and Dolles identify research themes from governance to branding from sport events to sport systems and from social media to fan identity and they specifically reflect on the application of major theoretical concepts and key research methods The authors aim is to advance sport business research through critical reflection on topic selection research design data analysis and interpretation Their unique approach encourages researchers from novice to experienced to embrace diverse theories and methods The Handbook is recommended reading for those interested in advancing sport business research Graham Cuskelly Griffith University Australia This insight laden volume encompasses today s and tomorrow s research across the multifaceted landscape of the business side of sport from branding and sponsorship to media and technology from club management to governance It effectively encompasses both theory and practice Scholars students and practitioners will find this cogent collection of international consumer and business research knowledge and perspectives both informative and useful Stephen A Greyser Harvard Business School US This Handbook directly responds to the rapid professional commercial and international development of sport With its thoughtful structure comprehensive coverage of topics and renowned contributors it offers a thorough analysis on the management challenges in the field It also offers very valuable insights and guidance how the business of sport can be researched by students academics and practitioners around the world The book is simply a must read for anyone interested in the management aspects of sports Yoshiaki Takahashi Chuo University Tokyo Japan This Handbook draws together top international researchers and discusses the state of the art and the future direction of research at the nexus between sport and business It is heavily built upon choosing applying and evaluating appropriate quantitative as well as qualitative research methods for practical advice in sport and business research Topics covered for analysis include sports governance regulation and performance media and technology club management and team structure place time and spectators of sporting events and sport branding and sponsoring The Handbook covers research examples

from elite sport to the amateur level and from different sports from cycling to cricket from ice hockey to motorsports and from football to skiing It will be read and used by academics and PhD students as well as sports practitioners looking for useful ways of expanding knowledge conducting research or searching for insights into the challenges of managing sport

Spor Bilimleri V Zeynep Filiz DİNÇ,2023-11-07      **Sports Journalism** Phil Andrews,2013-10-22 The sports journalist of today needs to be well equipped for the digital age From the challenges of minute by minute reporting to the demands of writing for online outlets blogging and podcasting sports journalism is now fully immersed in new and social media Sports Journalism A Practical Guide will give you the skills you need to navigate these new platforms whilst also teaching you the basics of interviewing reporting feature writing for print and commentary for radio and television This new edition now includes New examples demonstrating the use of social media in sports journalism A new chapter on the current professional working practice of sports journalism covering the skills required of agency and freelance journalists today A new chapter on sports public relations Expanded coverage of radio and television sports journalism with more emphasis on commentary and multi platform working Quotes from working journalists offering valuable insights into the industry This book is a complete guide to the practice of sports journalism across all platforms print online radio television and social media sites      **Sport and the Media** Matthew Nicholson,2007-03-14 Sport and the Media managing the sport media nexus is a unique text which combines an analysis of the sport media industry with practical sport media management skills The book is designed to equip students within sport management and related courses who need to understand the nature and scope of the sport media nexus as well as develop the skills to manage the media promotion and coverage of sport organisations This books covers topics including Historical development of sport and the media Current commercial and contextual relationships between the media and sport industries How audiences and advertisers drive the media coverage of sport Ways in which the media industry generally and the sport industry more specifically are structured to produce content news products How the media represents sport in order to sell it This book will help students to acquire a working knowledge of sport related media that will help their studies and their progression towards a career in this sector It is also a useful guide for teachers of the subject and practioners already working in the industry      **Journalism in the Digital Age** John Herbert,1999-11-03 Provides the practical techniques and theoretical knowledge that underpin the fundamental skills of a journalist It also takes a highly modern approach as the convergence of broadcast print and online media require the learning of new skills and methods The book is written from an international perspective with examples from around the world in recognition of the global marketplace for today s media This is an essential text for students on journalism courses and professionals looking for a reference that covers the skill technology and knowledge required for a digital and converged media age The book s essence lies in the way essential theories such as ethics and law are woven into practical newsgathering and reporting techniques as well as advice on management skills for journalists providing the wide intellectual foundation which gives credibility to

reporting

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