

# **No Cheering in the Press Box!**

**...and other things  
you need to know  
to be great at  
covering sports.**

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# A Sports Story

- There's nothing in the world like  
a sports story.

If your sports stories start to look like  
the writing in the news section,  
you're doing it wrong.

a.k.a. I will hurt you if you do a game-wrap  
about a game that occurred a month ago.

# A Sports Story

- The game is NOT the most-interesting part,  
the people are.

Here are the people with the best stories  
you're probably not talking with:

- Who's that person that looks like the head coach but isn't?
- Who are those other kids not wearing our jerseys?
- Who is that kid only playing 2 minutes but having more fun?
- Who is that old person wearing a button with that player's face?
- Who is that person putting ice on everyone?

# A Sports Story

- Much like doing your taxes,  
there's a process involved.

While you're probably not old enough to do your taxes, just trust me on this one. You're setting yourself up for a world of hurt if you deviate from the process.

Sports writing is no different.

# A Sports Story

- These steps won't help you in life, but you'll write one hell of a sports story.
  - storming of your brain
  - discuss with head coach
  - discuss with 3 players
  - pick topic
  - practice, but without the sweating
  - discuss with 2 more coaches
  - discuss with 5 more players
  - compiling of the quotes
  - get stats, STAT
  - get to writing
  - inserting the quotes
  - double-check yourself
  - send it on its way

# A Sports Story

- While that's a lot of what to do  
here's what you should avoid.
  - Your opinion is nice, but keep it to yourself
    - Clichés are the tool of the devil
  - Remember: game-wraps will get you hurt
    - Cheering is for cheerleaders... that's all  
(hence the title of this session)

# A Sports Story

- Need help? Lemme know.

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Just don't expect a response while the Cubs, Colts, Chelsea, Hoosiers, and/or Pacers are playing. Or if someone is racing a car. I like cars.