



## Media Relations in Sport

*Brad Schultz, Philip H. Caskey, Craig Esherick*

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In recent years the model of sport media communication has changed drastically, and it continues to evolve seemingly daily. The bywords of media communication are interconnectivity, interactivity, and mobility. The fourth edition of *Media Relations in Sport* provides readers information on the current trends and emerging areas in the field of sport communication from technology to social media to how the global outreach of sport has affected the sports media profession. While the fourth edition rightly goes into emerging areas of the field, it also retains the focus of the first three editions, specifically on the basics and principles of sports media that remain its foundations. Any student interested in a career in sports media has to know certain essentials -- how to interview, how to effectively create and distribute content, and how to deal with communications problems that will invariably arise. All of these subjects and more are addressed, as are more specialised topics such as those dealing with event management, publicity campaigns, and ethics.

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