

Internship and Career Services Industry Guide: Sports Media

OVERVIEW

In its early days, sports media primarily consisted of the printed media as journalists would watch a game or sporting event, write about it, and have it published in the local newspaper or magazine. With television yet to be introduced on a mass scale, sporting events were broadcast exclusively on radio. With the evolution of mass media and new technologies used to disseminate information to the public, the face of sports media and its global reach have changed considerably. The power of the internet has forced media to evolve in accordance with the channels through which sports fans receive their sports news. With that evolution, comes a multitude of career opportunities in both the traditional and newest forms of sports media.

SPORTS MEDIA CAREER PATHS

Editing: The sports editor is responsible for quality news, features and photos on athletic events, people or issues.	Sports Editor Online Editor Digital Editor/Producer
Writing: 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
Media Content: 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
Design: Designers will work primarily on packaging, print, environmental, and web related design projects.	Graphic Designer Film/Video Producer Photographer Production Assistant
Research: A sports analyst provides expert discussion of sports-related topics before, during, or after a sporting event.	Sports Analyst Researcher/Programmer Sports Information Specialist
Marketing: 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

HOW TO GET YOUR FOOT IN THE DOOR

The sports industry is already super competitive by nature, but attempting to obtain jobs in sports media might be an even tougher niche to break into for young business professionals.



Some vital assets to have include :

- A degree with a focus in journalism or communication, sports media, or entertainment.
- Knowledge of sports industry, sports journalism and digital sports production.
- Excellent written and verbal communication skills; objectivity and persistence; basic computer skills including social media and databases; ability to work long hours in a fast-paced environment.
- Experience writing and researching stories through internships/jobs/volunteer opportunities.
- Connections with alumni and professionals in the sports industry.

WHAT CAN YOU DO NOW?

Get involved: Exploring internships, volunteer opportunities, and attending networking events are great next steps to widen your sports media experience and knowledge.

Identify your career area of interest: Sports media offers a wide variety of career path options, including different careers in online media, print, broadcast journalism, television, radio, public relations, and marketing. Identifying your area of interest will help narrow your job search criteria.

Research sports agencies/media companies or athletic associations: A professional athletic association or agency (local and nationwide) can put you in touch with many more resources, including professional connections. (i.e. Indiana Sports Corp, CHARGE, Independent Sports & Entertainment, ESPN, Indy 500, Just Marketing, Tribune Media Co., Sports Illustrated, etc.)

Attend networking events and conferences: If you are serious about your career in sports media, attending nationwide conferences is a great way to meet and hear from the important people of the industry (i.e. CAA World Congress of Sports, College Sports Video Summit, Variety Sports Business Conference, The Association for Women in Sports Media Conference, etc.)

Online Resources

[Butler University Student Media](#)

[Butler University Sports Media Internships](#)

[Butler University Volunteer Center](#)

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

[Sports & Live Media Events Jobs and Internships \(teamworkonline.com\)](#)

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

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

[Sports Media Jobs \(monster.com\)](#)

[Find Sports Internships \(internships.com\)](#)

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

[Sports Media Resume Tips \(workinsports.com\)](#)

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

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

[Indiana Sports Internships \(indianaintern.net\)](#)