

# Introduction to Sports Journalism



## Course outline

### Course Tutor:

**ALISON MCCONNELL**

### Biog:

*Alison McConnell has covered football extensively for a variety of print and broadcast media. A graduate of the University of Glasgow, her career began at the Scottish Sports Agency before progressing to Celtic Football Club and then the Herald and Evening Times. She has covered Champions League and international games all the way down to lower league football and everything else in between. Alison has been freelance for the last three years and currently works for various titles including FIFA.com, the Herald, The Times, The Daily Record and PLZ Soccer.*

### Course Content:

**DURATION:** Two 90 minute sessions via Zoom

The course will teach, over 3 hours, all the skills required to construct match reports – live, digital and analytical – interview techniques, feature writing, column and news writing. It will cover:

- Writing a live match report
- Writing a 'Monday' match report
- Press conference coverage – pre-match, post-match and everything in between
- Interviewing skills
- Writing for a digital audience
- Negotiating Twitter with football stories
- How to write a news story
- How to write a column