



KATELYN METZ

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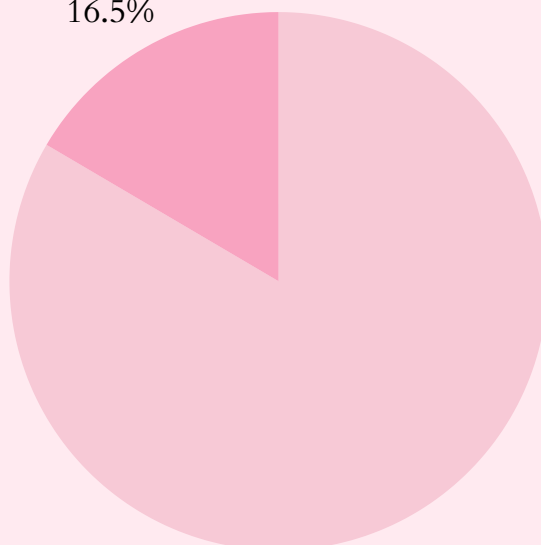
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SportHer Press

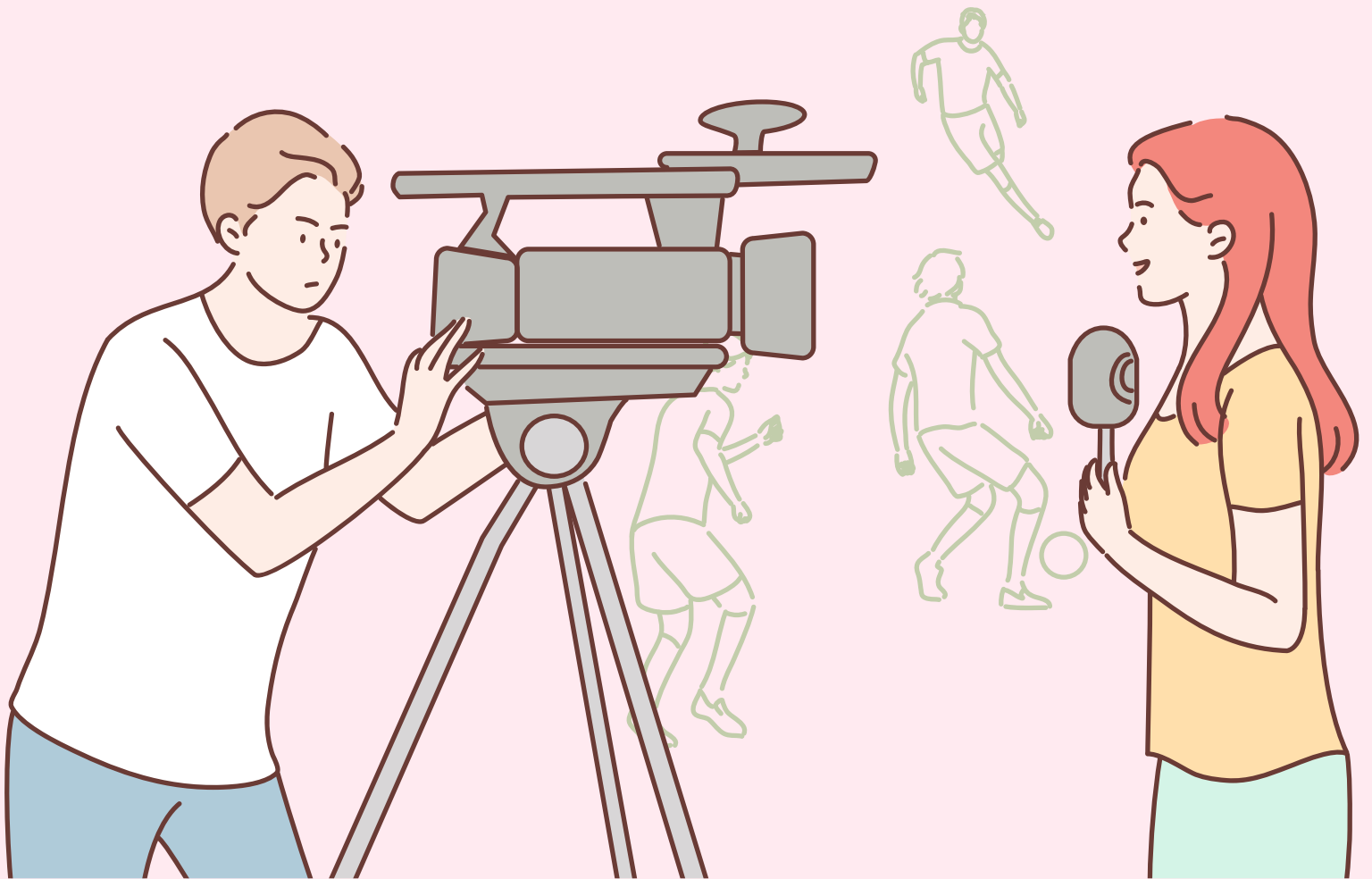
Our mission is to inspire girls to explore the world of sports media, develop their storytelling and reporting skills, and confidently amplify the voices and stories in sports that matter to them. We are committed to fostering creativity, curiosity, and a passion for sports while promoting gender equality and representation in the field of journalism.

% of Women
16.5%



% of Men
83.5%

Section 1: Welcome to Sports Journalism



Sports Journalism

Sports journalism is all about telling the stories behind the games we love. It combines reporting, writing, and broadcasting to cover everything from breaking news and player interviews to game highlights and in-depth analysis. Sports journalists capture the excitement of the action, share the struggles and triumphs of athletes, and help fans connect with their favorite teams and sports. Whether it's writing for a website, filming for TV, or creating social media content, sports journalism brings the thrill of sports to life and helps keep fans informed and entertained. It's perfect for those who love sports and storytelling!

The Role of a Sports Journalist

During games, sports journalists focus on capturing the action as it unfolds. They provide live updates, commentary, and analysis to keep fans informed and engaged. Their work includes interviewing players, coaches, and officials to deliver insights that go beyond the surface. After the game, they write or broadcast recaps, highlighting key moments, strategies, and outcomes that define the event.

Outside of games, sports journalists take on a broader role. They dive into feature stories about athletes' personal lives, sharing tales of triumph, struggle, and resilience that inspire readers. They also explore sports-related issues, such as mental health, activism, and the impact of sports on communities. Additionally, they investigate controversies like doping scandals or rule changes, ensuring transparency and accountability within the sports world.

Word Search

Z W T U I V B W A P W R E C Q
X L A U H I H R Q F L Q X C Y
E I F N J E B I O N O Z W H F
B V N X C H A Z G A W D M C H
B E Z S L H E W P H D F C Y C
A W M J T H O A O Q L C G E X
W F D H C A C R D R L I A P L
L E U S O L N J A S H O G S D
R A Q E V Q Q T M Y E R E H T
C T Z G E K R Y R W V T M F T
A U Q M R S C O R E B O A R D
M R L E A I B F W Z P Y J S M
E E J N G R B U P V O L G W U
R W L T E S S C V F T C A X I
A C O M M E N T A R Y C Q Y C

Instant Replay

Highlight

Coverage

Segment

Scoreboard

Broadcast

Anchor

Camera

Commentary

Headset

Feature

Live

Activity: Why I Love Sports

Write a brief essay about your favorite sport and why it inspires you?

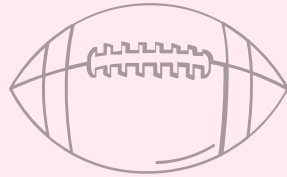
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Meet the Pros: Trailblazing Female Sports Journalists

Women in sports journalism have broken barriers, challenged stereotypes, and paved the way for future generations. From sideline reporting to hosting major broadcasts, these trailblazers have proven their expertise and passion for the game. Their stories highlight resilience, determination, and a commitment to giving sports a voice that resonates with all fans. By spotlighting influential female sports journalists, we celebrate their contributions to the industry and their role in shaping how we experience sports today.



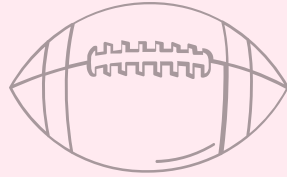
Christine Brennan



Christine Brennan is a renowned sports journalist, celebrated for her groundbreaking Olympic coverage and unwavering advocacy for women in sports. As one of the first female sports reporters to break into the industry, she has spent decades challenging gender norms and paving the way for future generations.

Brennan's career took off at The Washington Post, where she became the first female beat writer to cover the NFL's Washington Football Team. She later joined USA Today, where her insightful columns have earned widespread acclaim. Known for her sharp analysis and fearless commentary, Brennan has become a leading voice in the fight for gender equality in athletics.

Christine Brennan



Her Olympic coverage has spanned over three decades, making her one of the most trusted and recognizable journalists in the field. Beyond reporting, Brennan is a vocal advocate for Title IX and has written extensively about its impact on women's sports. She is also the author of several books, including *Inside Edge*, a critically acclaimed look at the world of figure skating.

Brennan's influence extends beyond the written word—she is a sought-after speaker and regular contributor on major networks like CNN and ABC. Through her work, Christine Brennan has not only documented sports history but also shaped it, inspiring countless women to pursue careers in sports journalism and beyond.

Michele Tafoya

Michele Tafoya is a distinguished sports journalist best known for her role as a sideline reporter for NFL games. With her sharp on-the-spot analysis and ability to capture the pulse of the game, Tafoya has become a household name in sports broadcasting. Her talent for delivering real-time insights and engaging interviews has set her apart as one of the most respected figures in the industry.

Tafoya's career began in radio, where she honed her skills in play-by-play commentary and analysis. She transitioned to television in the 1990s, working with networks like CBS Sports and ESPN before becoming a staple on NBC's Sunday Night Football. On the sidelines, her deep understanding of the game and her ability to provide critical updates—whether it's an injury report or a strategic adjustment—has enriched the viewing experience for millions of fans.

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Michele Tafoya

Throughout her career, Tafoya has covered major events, including the Super Bowl and the Olympics, demonstrating her versatility and expertise. Her work has earned her multiple Sports Emmy Awards, solidifying her reputation as a trailblazer in sports journalism.

Michele Tafoya's dedication, professionalism, and charisma have made her a role model for aspiring sports broadcasters. Her legacy extends beyond her memorable sideline moments, inspiring others to bring their passion for sports into the world of journalism.

Hannah Storm

Hannah Storm is a trailblazer in sports journalism, known for breaking barriers as one of the first women to host major sporting events. With a career spanning decades, she has become a respected and influential figure in sports media, renowned for her charisma, versatility, and journalistic excellence.

Storm began her career as a radio DJ before transitioning to sports broadcasting, where she quickly made history. She became the first woman to host CNN Sports Tonight and later the first female solo host of SportsCenter on ESPN. Her work has included coverage of iconic events such as the Super Bowl, NBA Finals, Wimbledon, and the Olympics, showcasing her ability to navigate high-pressure environments with poise and professionalism.

Hannah Storm



Beyond the anchor desk, Storm is celebrated for her storytelling and her advocacy for women in sports media. She founded the Hannah Storm Foundation, which supports children suffering from vascular anomalies and advances awareness for those with visible differences. Her work extends to directing and producing documentaries that spotlight inspiring stories in sports.

Hannah Storm's contributions have earned her numerous accolades, including the Gracie Award for Women in Media. As a pioneer in her field, she continues to inspire others, demonstrating that determination and talent can redefine the role of women in sports broadcasting.

Doris Burke

Doris Burke is a celebrated NBA analyst and commentator, renowned as the first woman to serve as a regular commentator for NBA games. Her deep knowledge of basketball, combined with her articulate and insightful analysis, has earned her widespread respect from fans, players, and colleagues alike.

Burke's journey began as a standout college basketball player at Providence College, where she was inducted into the school's Hall of Fame. After transitioning to broadcasting, she quickly became a trailblazer, covering college basketball before moving to the NBA. She gained national attention for her work on ESPN and ABC, where her expertise and engaging commentary redefined the role of women in sports broadcasting.



Doris Burke

Known for her ability to break down complex plays and provide in-depth game analysis, Burke's voice has become synonymous with the NBA's biggest moments, including Finals coverage. Her achievements include being the first woman to call a Knicks game on television and the first female full-time NBA game analyst for a national network.

Doris Burke's contributions extend beyond the court—she is a role model for aspiring broadcasters, proving that talent and determination can shatter long-standing barriers. Her work continues to elevate the game of basketball and inspire the next generation of analysts and commentators.

Maria Taylor



Maria Taylor is a dynamic sports analyst and broadcaster, celebrated for her exceptional coverage across multiple sports, including college football, basketball, and the NFL. With her charisma, in-depth analysis, and ability to connect with audiences, Taylor has emerged as one of the most versatile and respected figures in sports media.

Taylor's career began at the University of Georgia, where she excelled as a student-athlete in volleyball and basketball. This firsthand experience in competitive sports laid the foundation for her insightful commentary. After transitioning into broadcasting, Taylor quickly made her mark at ESPN, where she became a key presence on shows like College GameDay and NBA Countdown.

Maria Taylor



Known for her poise and expertise, Taylor has covered marquee events such as the College Football Playoff National Championship, the NBA Finals, and the Olympics. Her ability to seamlessly navigate between sports and formats—from sideline reporting to hosting pregame shows—showcases her adaptability and depth of knowledge.

Beyond her on-screen work, Taylor is a role model for young women in sports media, advocating for diversity and inclusion in the industry. As a trailblazer in multi-sport coverage, Maria Taylor continues to inspire and elevate the world of sports broadcasting with her professionalism and passion.

Activity: Role Model Reflection

Pick one journalist and write what you admire about her career

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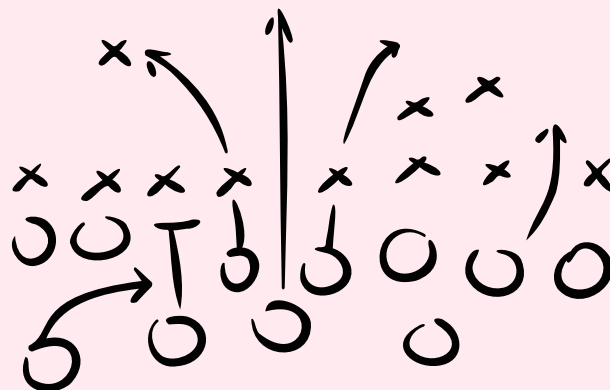
Section 2: Writing Fundamentals



How to Write a Game Recap

Writing a game recap requires capturing the excitement and key moments of the event while informing readers about the outcome. Start with a compelling headline that summarizes the game's significance or highlights a standout moment.

Include the final score early to give readers the main result upfront. Detail pivotal moments, such as game-changing plays or turning points, to provide context for how the game unfolded. Integrate player or coach quotes to add authenticity and emotion, offering insights directly from those involved. A well-structured recap should balance facts with storytelling, leaving readers feeling informed and engaged.



Sample Game Recap

Lakers Edge Out Warriors in Overtime Thriller, 120-117

In a game packed with drama and clutch performances, the Los Angeles Lakers defeated the Golden State Warriors 120-117 in an overtime showdown at Crypto.com Arena. LeBron James led the Lakers with a double-double, scoring 32 points and grabbing 11 rebounds, while Anthony Davis chipped in 25 points and delivered a critical block in the final seconds of the game.

The Warriors started strong, building a 12-point lead in the second quarter behind Steph Curry's hot shooting. Curry finished with 34 points, including six three-pointers, but the Lakers clawed their way back with a third-quarter surge fueled by their bench. Austin Reaves provided a spark, scoring 18 points and hitting a go-ahead three-pointer late in the fourth quarter.

Sample Game Recap

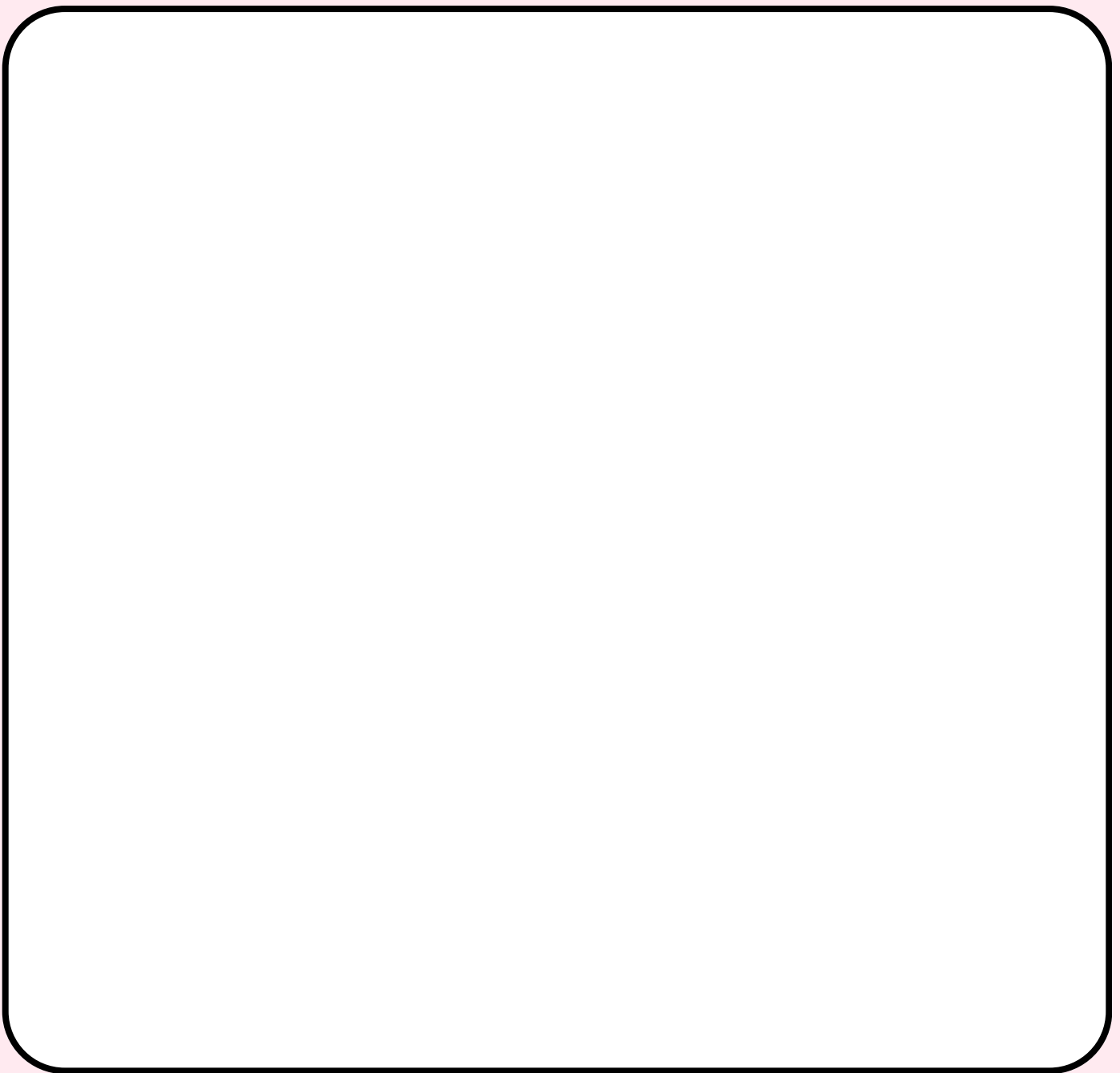
In overtime, the Lakers capitalized on their defensive intensity, forcing two turnovers and holding the Warriors to just four points. Davis's block on Curry's potential game-tying shot sealed the victory, leaving fans on the edge of their seats.

"This was a statement win for us," said James postgame. "Everyone stepped up, and that's what we need moving forward."

The Lakers improved to 10-4 on the season, while the Warriors fell to 9-6. Both teams showcased why they remain contenders in the Western Conference, setting the stage for what promises to be a fierce rivalry this season.

Activity: Game Recap

Watch a game and write your own recap, focusing on
play-by-play details

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Interviewing Skills

Preparation is key to conducting a compelling interview with an athlete or coach. Start by researching their recent performances, career highlights, and any relevant news to craft thoughtful questions. Tailor your inquiries to the individual, focusing on their unique experiences and insights while avoiding clichés. Have a mix of open-ended and specific questions to encourage detailed responses and meaningful conversation. Be aware of the context—whether it’s a post-game chat or an in-depth feature—and adjust your tone and focus accordingly. Finally, stay flexible during the interview, listening closely to their answers and following up naturally to uncover deeper stories.



Tips for Asking Questions



- **Do Your Research:** Understand the person's background, recent performances, and context to craft thoughtful questions.
- **Avoid Yes/No Questions:** Frame inquiries with "how," "why," or "what" to encourage detailed responses.
- **Focus on Their Perspective:** Ask about their emotions, decisions, or thought processes during key moments.
- **Keep It Specific Yet Open:** Tailor your questions to the subject but allow room for expansive answers. For example, "What challenges did you face in today's game?"
- **Encourage Reflection:** Use questions that inspire them to share insights, like "How has this season shaped your approach?"
- **Be Flexible:** Listen actively and adapt based on their answers to explore deeper stories.
- **Avoid Leading Questions:** Let them share their authentic views instead of steering them toward a particular response.

Role-Play Activity

Practice interviewing a friend or family member as if they were a famous athlete. What questions would you ask?

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Crafting a Strong Argument

Choose a Clear and Specific Issue

- Identify a current or historical sports topic that resonates with you. Examples:
- "Should college athletes be paid?"
- "Is VAR (Video Assistant Referee) good for soccer?"
- "Should performance-enhancing drugs result in lifetime bans?"
- Narrow the issue to ensure your argument is focused.

Research the Topic

- Understand both sides: Gather information on arguments for and against the issue.
- Use credible sources: Look for data, expert opinions, historical examples, and recent developments.
- Anticipate counterarguments: Knowing opposing views helps strengthen your position.



Crafting a Strong Argument

Formulate Your Stance

- Decide on your position and craft a clear thesis statement.
 - Example: "College athletes should be paid because they generate significant revenue for their schools and deserve fair compensation for their contributions."

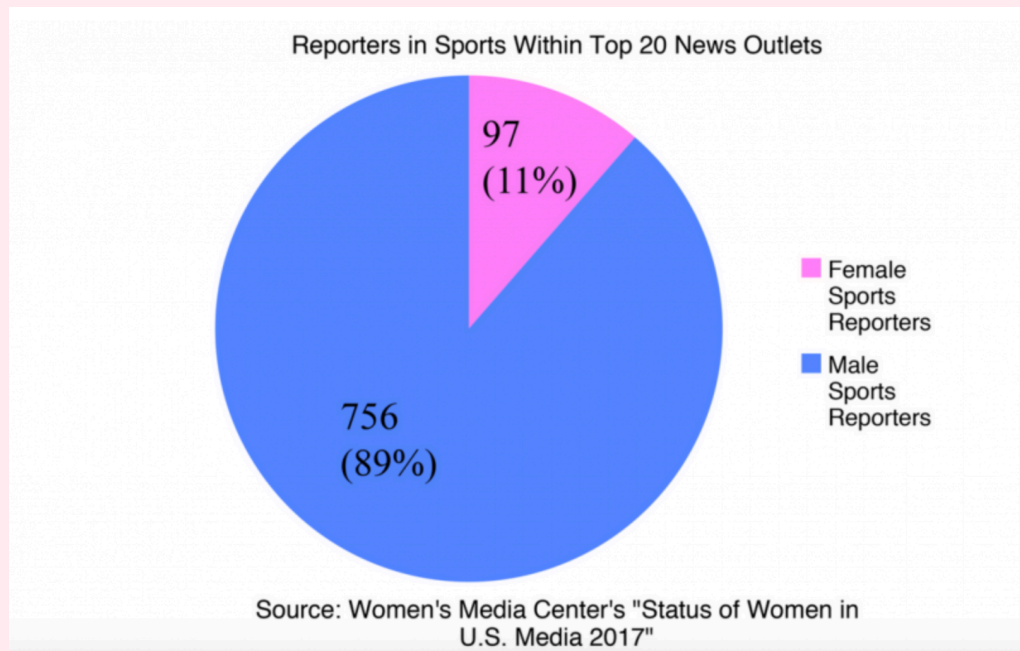
Structure Your Argument

- Use the PEEL Method to organize your points:
 - **Point:** State your main argument.
 - **Evidence:** Provide facts, examples, or expert opinions.
 - **Explanation:** Show how your evidence supports your argument.
 - **Link:** Tie your argument back to the issue.

Example:

- **Point:** College athletes face financial hardships despite their contributions.
- **Evidence:** A 2021 NCAA report showed that 86% of Division I athletes live below the federal poverty line.
- **Explanation:** Despite being the faces of lucrative sports programs, athletes lack resources to support themselves.
- **Link:** Paying athletes would address these financial disparities.

Example



An excellent example of an opinion piece by a female sports journalist is Sami Soto's article discussing her experiences navigating sexism in the male-dominated field of sports journalism. Soto details incidents where her professionalism was undermined through dismissive terms like “sweetie,” which left her questioning her place in the industry. She highlights broader issues, such as the underrepresentation of women in sports media and the harassment they often face. Soto also emphasizes the need to focus on talent and experience rather than gender biases to address these challenges

Activity: Opinion

Write a persuasive article on a current sports topic

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Activity: Opinion

Write a persuasive article on a current sports topic

A large, empty rounded rectangular box with a black border, intended for writing a persuasive article on a current sports topic.

Section 3: Understanding Different Sports





Spotlight on a Variety of Sports

Sports such as soccer, basketball, gymnastics, cricket, track and field, hockey, baseball, and skateboarding each have unique aspects that contribute to their popularity and global appeal. Soccer, the world's most popular sport, emphasizes teamwork and skill with universal accessibility. Basketball combines agility, strategy, and fast-paced action, while gymnastics showcases strength and precision through routines like floor exercises and vaults. Cricket captivates fans with its strategic gameplay and cultural significance in countries like India and England. Track and field highlights raw athleticism, and skateboarding combines artistry and athletic skill, emerging as a global youth favorite.

Soccer



Key Rules of Soccer

- **Match Duration:** Standard matches are 90 minutes, divided into two 45-minute halves, with added stoppage time.
- **Team Composition:** Each team has 11 players, including one goalkeeper. Substitutions are limited per competition rules.
- **Scoring:** A goal is scored when the entire ball crosses the goal line between the posts and under the crossbar.
- **Offside Rule:** An attacking player is offside if they are nearer to the opponent's goal line than the second-last defender when the ball is played to them (exceptions apply).
- **Fouls and Misconduct:** Infractions such as handball, tripping, or aggressive play result in free kicks, penalty kicks, or disciplinary actions (yellow/red cards).

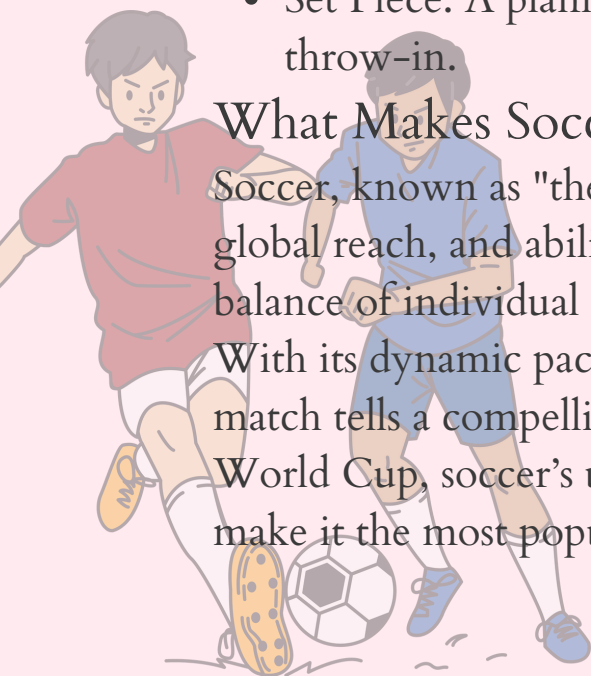
Key Terminology

- **Dribble:** Controlling and advancing the ball while evading opponents.
- **Corner Kick:** A restart awarded when the defending team last touches the ball before it crosses their goal line.
- **Offside Trap:** A defensive strategy to catch attackers offside.
- **Hat Trick:** A player scoring three goals in a single match.
- **Set Piece:** A planned play from a free kick, corner kick, or throw-in.

What Makes Soccer Unique

Soccer, known as "the beautiful game," is celebrated for its simplicity, global reach, and ability to unite diverse cultures. It demands a balance of individual skill, tactical teamwork, and physical endurance.

With its dynamic pace and moments of strategic brilliance, every match tells a compelling story. From neighborhood games to the World Cup, soccer's universal accessibility and passionate fanbase make it the most popular sport on the planet.



Gymnastics



Key Rules of Gymnastics

- **Event Types:** Divided into Artistic Gymnastics (floor, vault, uneven bars, balance beam, rings, pommel horse), Rhythmic Gymnastics (hoop, ribbon, ball, clubs), and Trampoline.
- **Scoring System:** Scores are based on Difficulty (value of elements performed) and Execution (precision, form, and artistry). Deductions are made for errors such as falls or unsteady landings.
- **Time Limits:** Floor routines have a maximum time limit (e.g., 90 seconds for women). Exceeding it results in penalties.
- **Apparatus Rules:** Specific rules govern the use of equipment, such as proper hand placement on the vault or staying within boundaries on the floor.
- **Qualification:** Athletes compete in qualifying rounds to advance to finals, which determine medals.

Key Terminology

- **Routine:** A choreographed sequence of skills performed on an apparatus.
- **Stick:** Landing perfectly without stepping or moving.
- **Salto:** A flip or somersault in the air.
- **Dismount:** The final skill used to exit an apparatus.
- **Artistry:** The presentation and expression demonstrated in a routine, especially in floor and beam events.

What Makes Gymnastics Unique

Gymnastics is a showcase of strength, flexibility, and precision, blending athleticism with artistry. It challenges athletes to master complex skills while maintaining grace and composure under intense scrutiny. The variety of events—from high-flying vaults to intricate beam routines—offers a multidimensional test of ability. Its rich Olympic history and universal appeal inspire awe, making it one of the most celebrated and captivating sports worldwide.



Cricket



Key Rules of Cricket:

- **Match Formats:** Played in formats like Test, One-Day (50 overs), and T20 (20 overs).
- **Innings:** Teams take turns batting and bowling; each has a set number of overs to score runs.
- **Dismissals:** Batters can be out through methods like bowled, caught, run-out, LBW (leg before wicket), and stumped.
- **No-Balls/Wides:** Illegal deliveries result in extra runs for the batting team.
- **Field Restrictions:** Limited fielders outside the circle during powerplays in limited-overs formats.

Key Terminology:

- **Wicket:** Stumps and bails targeted by bowlers to dismiss batters.
- **Over:** A set of six legal deliveries bowled by a player.
- **Duck:** A batter dismissed without scoring.
- **Century:** Scoring 100 runs in a single innings.
- **All-Rounder:** A player skilled in both batting and bowling.

What Makes Cricket Unique:

Cricket blends strategy, skill, and endurance, offering diverse formats from five-day Tests to fast-paced T20s. The sport's rich traditions, intricate tactics, and global fan base—especially in countries like India, England, and Australia—distinguish it. Unique elements like powerplays, spin versus pace bowling, and long-duration matches make cricket both complex and deeply engaging.

Hockey



Key Rules of Hockey:

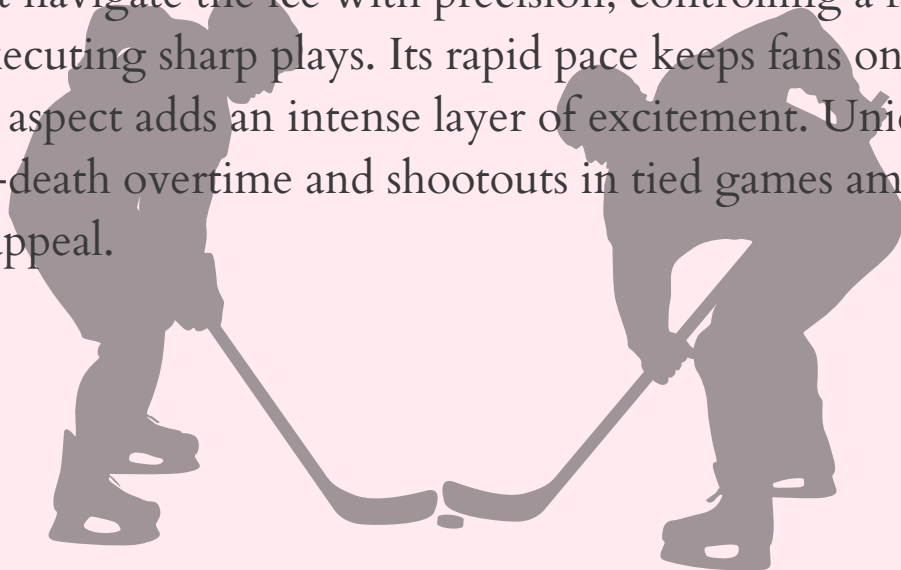
- **Offside Rule:** Players cannot enter the offensive zone before the puck.
- **Icing:** No sending the puck across two red lines without being touched.
- **Penalties:** Infractions like tripping, hooking, or high-sticking result in time in the penalty box.
- **Game Duration:** Three periods of 20 minutes each, with overtime if tied.
- **Faceoffs:** Restarting play after a stoppage by dropping the puck.

Key Terminology:

- **Power Play:** A team advantage when the opposing side has fewer players due to a penalty.
- **Hat Trick:** Scoring three goals in a single game by one player.
- **Puck:** The hard rubber disc used in play.
- **Body Check:** Legal physical contact to block or slow an opponent.
- **Assist:** A pass leading directly to a goal.

What Makes Hockey Unique:

Hockey stands out for its combination of speed, skill, and physicality. Players must navigate the ice with precision, controlling a fast-moving puck and executing sharp plays. Its rapid pace keeps fans on edge, and the physical aspect adds an intense layer of excitement. Unique features like sudden-death overtime and shootouts in tied games amplify the drama and appeal.



Track and Field

Key Rules of Track and Field:

- **Event Types:** Divided into running (sprints, middle distance, long distance, relays), jumping (high jump, long jump, pole vault), and throwing (shot put, discus, javelin).
- **Lane Rules:** Athletes must stay in their assigned lanes during sprints and hurdles.
- **False Starts:** A premature start results in disqualification.
- **Relay Baton Exchange:** Must occur within the designated exchange zone.
- **Field Event Attempts:** Competitors are given a set number of tries, with the best result recorded.

Key Terminology:

- **PR (Personal Record):** An athlete's best performance in an event.
- **Anchor Leg:** The final runner in a relay.
- **Heats:** Preliminary rounds in track events.
- **Foul:** An invalid attempt, such as stepping out of bounds in jumping or throwing events.
- **Pace:** The speed at which a distance race is run.

What Makes Track and Field Unique:

Track and Field showcases versatility, testing athletes in speed, endurance, strength, and agility across a wide range of events. It combines individual performances with team events like relays, emphasizing both personal achievement and teamwork. Its variety—from explosive sprints to strategic distance runs and technical field events—creates universal appeal. The Olympic history and global participation further enhance its status as a cornerstone of athletics.

Skateboarding



Key Rules of Skateboarding:

- **Event Types:** Divided into Street (featuring stairs, rails, ledges, and other urban-inspired obstacles) and Park (utilizing bowls, ramps, and halfpipes for aerial tricks).
- **Trick Scoring:** Judges score based on difficulty, execution, creativity, and flow between tricks.
- **Time Limits:** Skaters perform within a set time, typically 45-60 seconds for runs or individual attempts for tricks.
- **Consistency:** Multiple attempts are allowed, but the highest-scoring runs or tricks count toward the final score.
- **Safety Gear:** Helmets are mandatory in some competitions, especially for younger participants or specific events.

Key Terminology

- **Ollie:** A fundamental jump without grabbing the board.
- **Kickflip:** A trick where the board flips while in the air.
- **Grind:** Sliding along an edge using the board's trucks.
- **Run:** A continuous sequence of tricks performed during a set time.
- **Transition:** A curved surface used for aerial tricks, common in park skating.

What Makes Skateboarding Unique

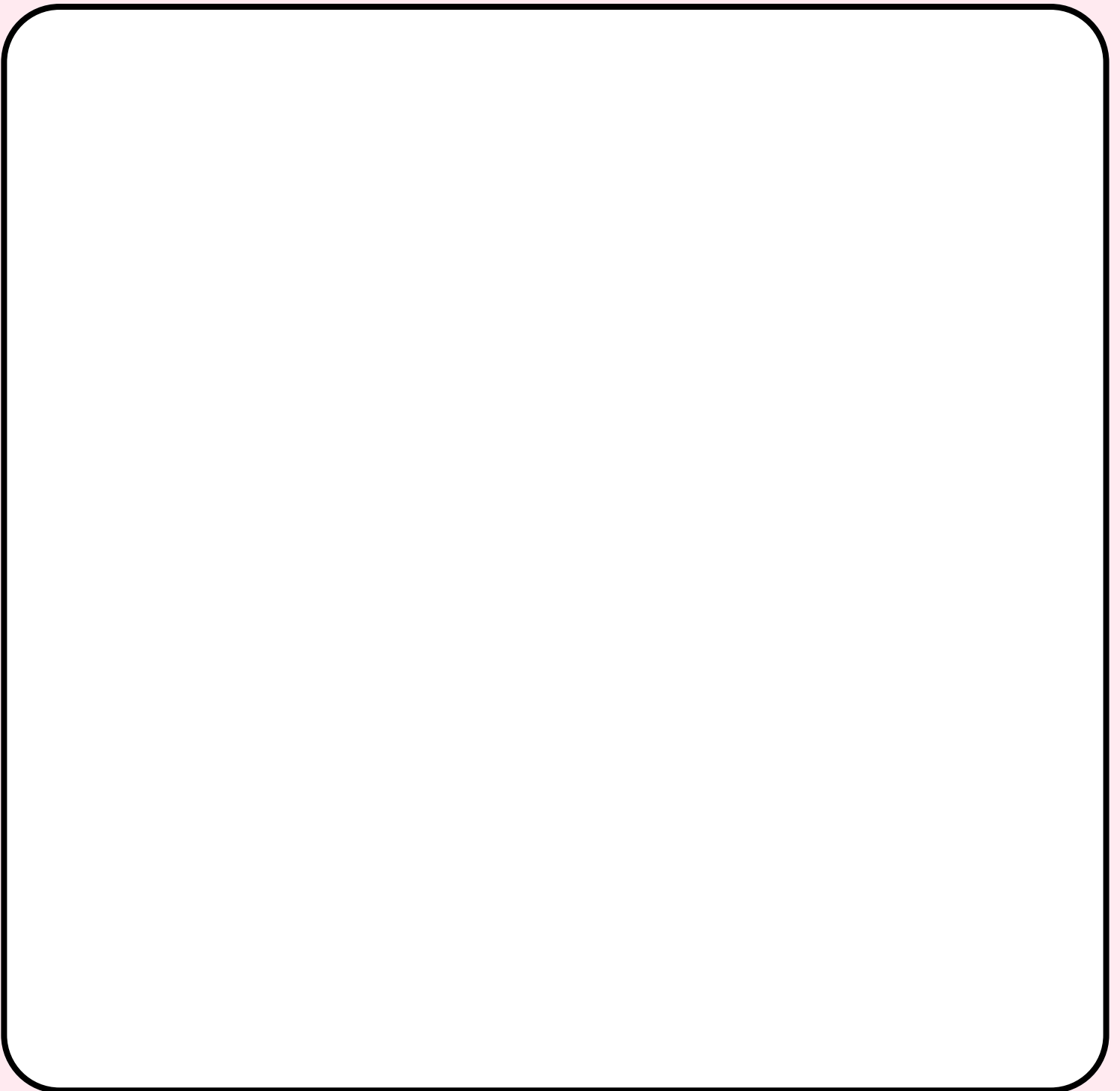
Skateboarding combines athleticism with creativity, offering a blend of physical skill and personal expression. Unlike traditional sports, it values style, innovation, and individuality alongside technical mastery.

Competitions like the Olympics and X Games highlight its global appeal, but skateboarding's roots in urban culture keep it connected to its DIY spirit. Its inclusivity and ability to transform everyday environments into performance spaces make it a unique and accessible sport for all ages and skill levels.



Activity

Choose a sport you're unfamiliar with and write a short explainer article about it

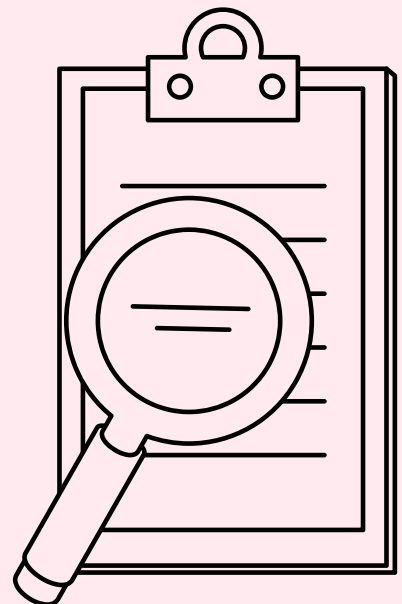


Section 4: Reporting Techniques



Covering Live Events

To prepare for taking notes during a live sports event, start by familiarizing yourself with the teams, players, and any key stats. Focus on major events like goals, fouls, injuries, or changes in momentum, and record these quickly and concisely. Use shorthand and symbols to speed up the process. Organize your notes by focusing on key moments (e.g., goals, assists, turnovers) and player performance. Stay alert to the flow of the game and be ready to adjust your focus if the dynamics shift unexpectedly. Finally, review your notes to ensure accuracy before writing a report.



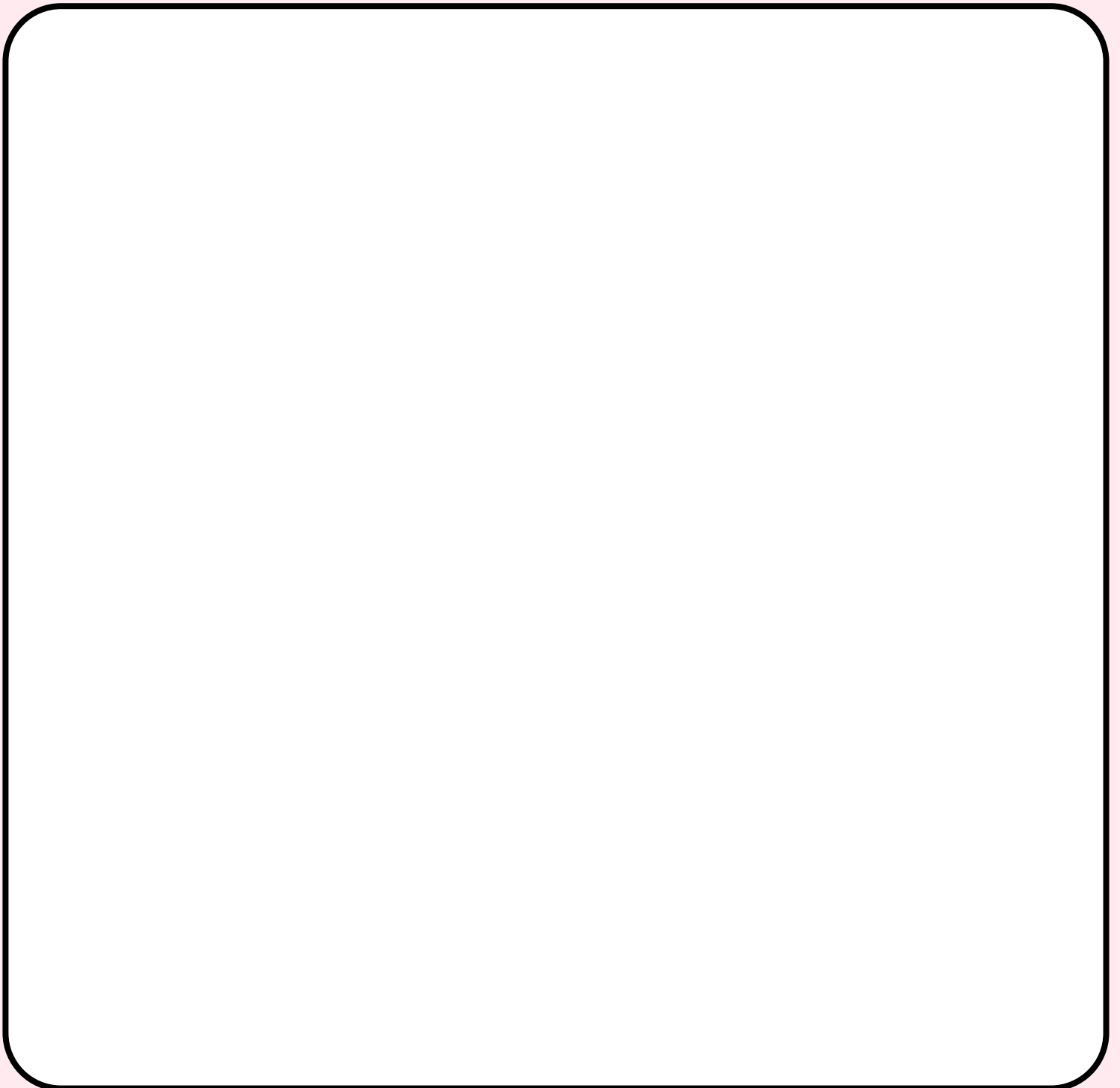
Post Games

To effectively gather post-game quotes, start by identifying key players or coaches who played pivotal roles in the event. Position yourself near the locker room or press area promptly after the game to maximize access. Prepare specific, open-ended questions to elicit thoughtful responses, such as those about turning points or strategic decisions. Keep your questions concise and respectful, especially after a tough loss. Take thorough notes or use a recorder (if allowed) to ensure accuracy. Building rapport and staying professional is key for reliable insights.



Activity: Be a Journalist

Attend a local sports game or watch one on TV and practice taking notes like a real journalist



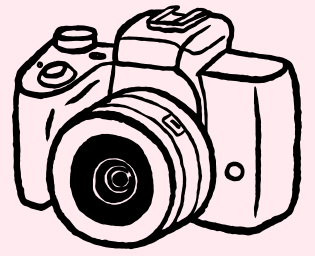
Photography & Capturing Moments

Sports photography is an art that combines precision, creativity, and an eye for storytelling to capture the essence of athletic competition. Timing is crucial; knowing when to press the shutter can mean freezing a decisive moment like a game-winning shot or a perfectly executed dive. Angles also play a vital role, as varying perspectives can highlight the intensity, movement, and emotion of the athletes. Shooting from low angles can emphasize power, while wide shots can showcase the atmosphere of the event. Ultimately, sports photography is about storytelling—conveying the drama, triumphs, and struggles through images that resonate with viewers, immersing them in the energy of the moment.



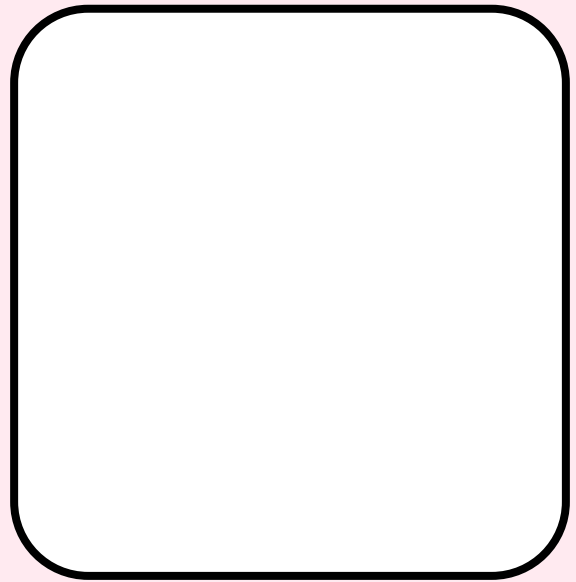
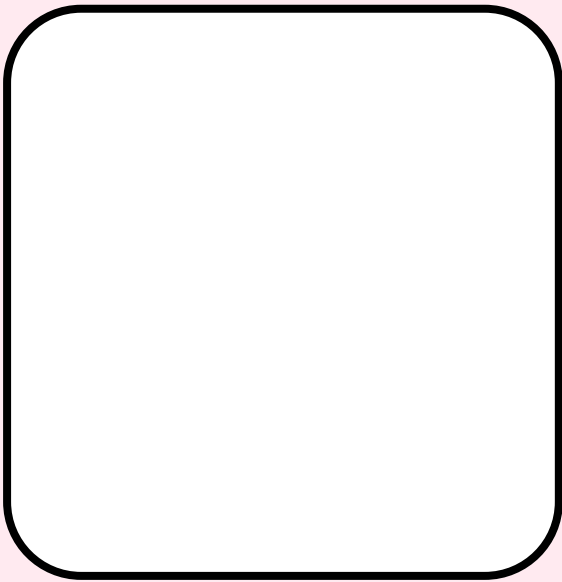
Tips

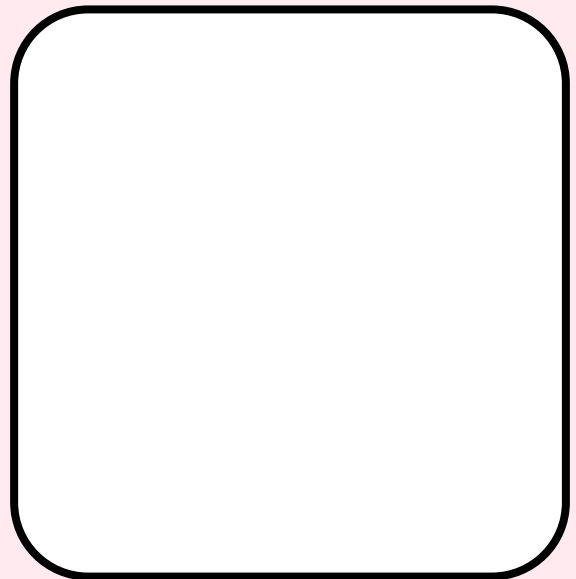
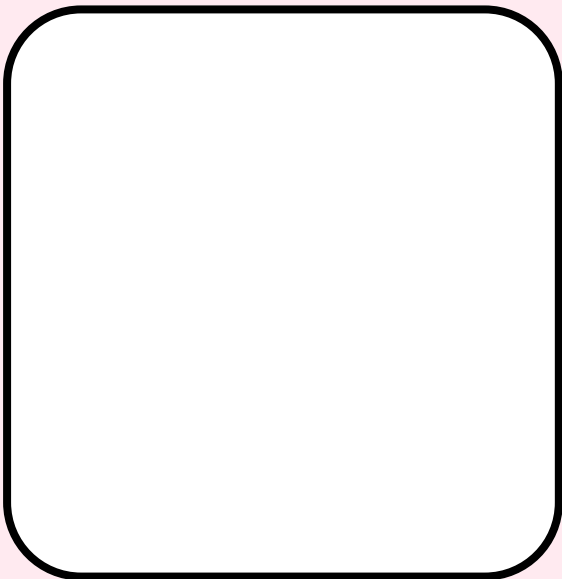
- **Know the Sport:** Understanding the rules, key moments, and player movements helps you anticipate action and position yourself for the best shots.
- **Build Relationships:** Establish rapport with players, coaches, and other photographers to gain trust and insight into the game dynamics.
- **Stay Agile and Adaptable:** Be prepared to move quickly and adjust your settings to capture fast-paced action, even in challenging lighting or weather conditions.
- **Embrace Creativity:** Experiment with angles and perspectives to stand out. Crouching low, using reflections, or shooting through obstacles like fences can add unique elements to your images.
- **Tell a Story:** Focus on capturing emotions, whether it's the intensity of a player's expression, the camaraderie of a team huddle, or the anticipation in the crowd.



Activity: Be a Photographer

Use your phone or camera to take action shots of people playing sports, and write captions for each photo





Section 5: The Ethics of Sports Journalism



Fair and Unbiased Reporting

Staying impartial is crucial in fair and equal reporting because it ensures that the information presented is accurate, balanced, and free from bias, enabling audiences to form their own informed opinions. Here are several reasons why impartiality is important:

Promotes Trust and Credibility

- Audiences are more likely to trust a source that avoids favoritism and presents all sides of a story equally. Impartiality helps maintain the credibility of journalists and media outlets.

Encourages Informed Decision-Making

- Neutral reporting provides the public with a complete view of the facts, which is essential for making well-informed decisions, particularly on important societal issues like politics, healthcare, or economics.

Fair and Unbiased Reporting

Protects Media Integrity

- By avoiding personal or protect the integrity of their profession, ensuring that their work serves the public good rather than advancing specific agendas.
- 4. Fosters Accountability
- Impartial reporting holds powerful individuals and institutions accountable by fairly scrutinizing their actions, regardless of their affiliations or influence.

Reduces Polarization

- By presenting balanced perspectives, impartial journalism helps bridge divides and fosters constructive dialogue among differing viewpoints, reducing societal polarization.

Supports Ethical Journalism

- Impartiality aligns with core journalistic ethics, including accuracy, fairness, and independence, ensuring that the media fulfills its role as a reliable source of information.

Fair and Unbiased Reporting

Sports journalism, like other fields of journalism, is fraught with ethical dilemmas that challenge reporters to balance professional integrity with practical realities. Here are some common ethical dilemmas in sports journalism:

1. Conflicts of Interest

- Example: A journalist covering a team they personally support or have financial stakes in.
- Challenge: Remaining unbiased in coverage while avoiding the perception of favoritism or partiality.

2. Access vs. Independence

- Example: Reporters often depend on teams, athletes, and leagues for access to interviews, events, and information.
- Challenge: Balancing the need for access with the obligation to critically report on controversies or poor performance, even if it risks damaging relationships.

3. Sensationalism and Clickbait

- Example: Exaggerating or distorting stories about athletes' personal lives to attract readers or viewers.
- Challenge: Prioritizing factual and responsible reporting over generating traffic or sales.

4. Privacy vs. Public Interest

- Example: Reporting on athletes' private lives, such as relationships, family issues, or health problems.
- Challenge: Deciding whether such information is relevant to the public interest or unnecessarily invasive.

Fair and Unbiased Reporting

6. Reporting on Sensitive Topics

- Example: Covering issues like doping, gambling, racism, or misconduct within sports.
- Challenge: Balancing accurate reporting with sensitivity toward those involved, especially in high-profile scandals.

7. Cultural and Gender Bias

- Example: Disparities in coverage of male vs. female athletes or stereotyping athletes based on race or nationality.
- Challenge: Striving for equality and inclusivity in representation while challenging societal biases.

8. Fact-Checking in Breaking News

- Example: Reporting quickly on trades, injuries, or controversies without verifying sources to stay competitive.
- Challenge: Balancing speed with the ethical duty to ensure accuracy and avoid spreading misinformation.

9. Dealing with Fan Backlash

- Example: Criticizing popular players or teams and facing hostility from fans or online communities.
- Challenge: Remaining truthful and critical in reporting without succumbing to public pressure.

10. Ethical Use of Sources

- Example: Using anonymous sources for sensitive stories.
- Challenge: Ensuring the credibility of such sources while protecting their identities and not relying on them excessively.

Activity: Case Study

Discuss a case study about an ethical issue in sports media, and write your response

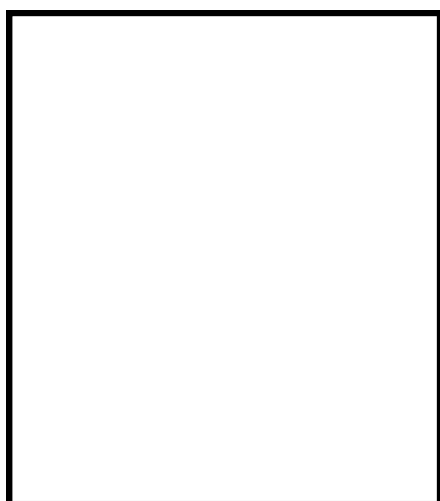
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Diversity and Representation in Sports Coverage

Covering female athletes and diverse sports stories is crucial for promoting inclusivity, breaking stereotypes, and inspiring future generations. Representation in sports media highlights the achievements and struggles of women and underrepresented groups, showcasing their resilience and contributions to athletics. It also challenges outdated narratives and fosters equality by giving visibility to sports and athletes who often go unnoticed. Diverse storytelling creates a richer, more comprehensive picture of the sports world, encouraging fans to appreciate the variety and depth of athletic talent. By amplifying these voices, media can drive social change, broaden audience engagement, and pave the way for greater opportunities in sports for all.

Activity: Profile Article

Write a profile piece on a female athlete or underrepresented sports figure



Name: _____

Sport: _____

Highlights: _____

Section 6: Building Your Own Portfolio



Creating a Sports Blog

Define Your Niche

- Decide what type of sports content you'll cover: a specific sport, team, league, or a broader focus like female athletes or youth sports.
- Identify your target audience and tailor your content to their interests.

Choose a Blog Name and Domain

- Pick a memorable, relevant name for your blog.
- Purchase a domain name that matches your blog's identity.

Select a Blogging Platform

- Use platforms like WordPress, Wix, or Squarespace to create and manage your blog.
- Opt for a platform that offers design flexibility and scalability.

Set Up Your Blog

- Choose a professional, user-friendly design theme that aligns with your sports niche.
- Create essential pages such as "About," "Contact," and "Archives" for a complete reader experience.

Creating a Sports Blog

Plan Your Content Strategy

- Decide on the type of posts you'll create, such as game analyses, athlete profiles, opinion pieces, or breaking news.
- Develop a posting schedule to maintain consistency and keep readers engaged.

Gather Equipment and Tools

- Invest in quality tools, such as a camera for event coverage and a laptop or phone for writing on the go.
- Use editing software like Canva for graphics and Grammarly for proofreading.

Start Writing and Publishing

- Write compelling, accurate, and engaging articles.
- Use headlines and visuals to grab attention, and keep posts easy to read with clear formatting.

Network with the Sports Community

- Connect with athletes, coaches, other journalists, and fans to gain insights and build credibility.
- Attend games, press conferences, and events to gather unique content.

Tips for Using Social Media

Choose the Right Platforms

- Focus on platforms where your target audience is most active (e.g., Instagram for visuals, Twitter for real-time updates, TikTok for creative storytelling).

Optimize Your Profile

- Use a professional profile picture, write a compelling bio, and include a link to your blog or website.

Tailor Content to Each Platform

- Create platform-specific posts: short updates for Twitter, photo highlights for Instagram, and videos for TikTok or YouTube.
- Use trending hashtags to increase discoverability.

Tips for Using Social Media

Post Consistently

- Develop a posting schedule to keep your audience engaged without overwhelming them.
- Use tools like Buffer or Hootsuite to plan and automate posts.

Use High-Quality Visuals

- Share professional-quality photos and videos to make your stories more appealing.
- Include captions that add context or insights to the visuals.

Leverage Real-Time Updates

- Share live updates during games or events to keep your audience informed and engaged.
- Use features like Instagram Stories, Twitter Spaces, or Facebook Live for real-time interaction.

Tips for Using Social Media

Post Consistently

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Leverage Real-Time Updates

- Share live updates during games or events to keep your audience informed and engaged.
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Review and Feedback

Take a break before editing to return with fresh eyes. This helps you see errors and weak areas more clearly. Start with a big-picture review by focusing on structure and content. Ensure the piece has a clear purpose, the argument or narrative is logical, and there are no gaps in information. Check that each section flows seamlessly into the next.

Refine your opening to grab attention and set the tone, and craft a strong conclusion to leave a lasting impression or call to action. Cut unnecessary words, such as redundancies and fillers, to improve readability. Simplify overly complex sentences.

Focus on sentence variety and tone by mixing short and long sentences to maintain interest. Ensure the tone matches your purpose, whether formal, conversational, or persuasive. Polish grammar and syntax by checking for errors, typos, and punctuation issues. Use tools like Grammarly for support.

Review and Feedback

Strengthen word choice by replacing vague terms with precise, vivid language. Avoid clichés and jargon unless necessary. Read your work aloud to catch awkward phrasing, run-on sentences, or unclear areas.

Seek feedback from trusted peers or mentors for constructive criticism. Ask for specific insights about clarity, engagement, and effectiveness. Proofread carefully to catch small errors, formatting inconsistencies, and style alignment. Use tools like Hemingway Editor to ensure readability.

Finally, embrace rewriting. Don't hesitate to revise sections that don't serve your purpose. Great writing often comes from multiple rounds of editing.

Activity: Peer Review

Peer Review Checklist:

1. Overall Structure

- Is the introduction clear and engaging?
- Does the body of the work have a clear flow of ideas?
- Are paragraphs well-organized and logically sequenced?
- Is the conclusion strong and does it summarize the key points effectively?
- Does the piece have a clear purpose or thesis?

2. Clarity and Coherence

- Are the ideas clearly expressed and easy to understand?
- Are there any confusing or unclear sentences that need revision?
- Do the ideas and arguments transition smoothly from one to the next?
- Are there any sections that feel disconnected or out of place?

Activity: Peer Review

3. Content and Argumentation

- Does the piece provide sufficient evidence or examples to support its points?
- Is the argument logically structured and persuasive?
- Are there any gaps in information or areas where further explanation is needed?
- Are counterarguments addressed and discussed (if applicable)?

4. Tone and Style

- Is the tone appropriate for the intended audience (e.g., formal, informal, academic)?
- Is the style consistent throughout the piece?
- Does the writing maintain engagement without becoming repetitive?
- Is the language precise, and is the writer's voice clear?

Activity: Peer Review

5. Grammar and Mechanics

- Are there any grammar or punctuation errors?
- Are sentence structures varied to maintain reader interest?
- Is spelling correct throughout the piece?
- Are there any awkward or overly complicated sentences that need simplification?

6. Formatting and Presentation

- Is the piece formatted correctly (e.g., title, headings, paragraphs)?
- Are any citations or references properly formatted according to the required style (e.g., APA, MLA)?
- Is the text easy to read with appropriate font size, margins, and spacing?

Activity: Peer Review

7. Suggestions for Improvement

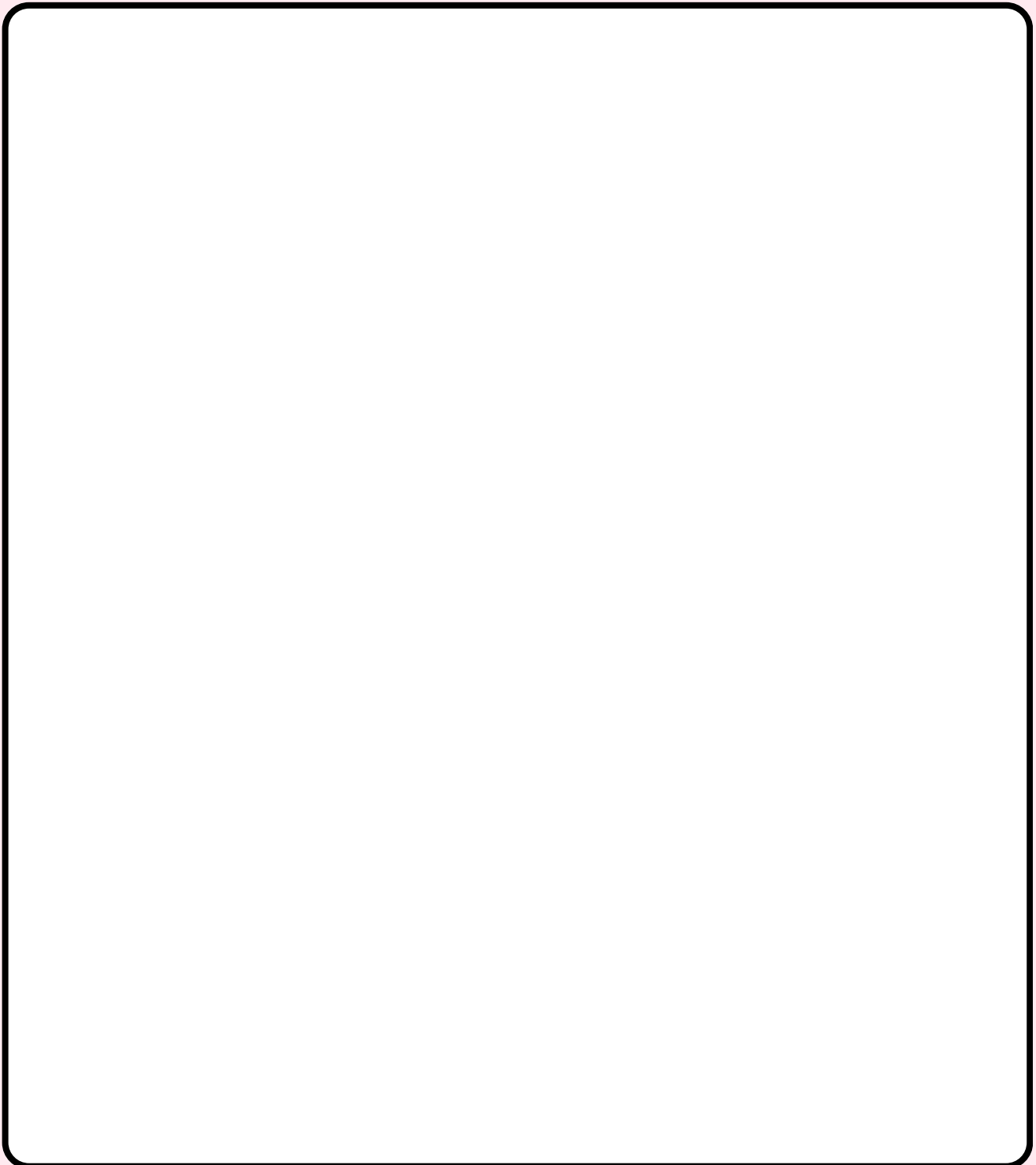
- What specific areas could the author improve upon (e.g., clarity, structure, argumentation)?
- Are there any areas that need further development or elaboration?
- What suggestions do you have for enhancing the overall impact of the piece?

8. Overall Impression

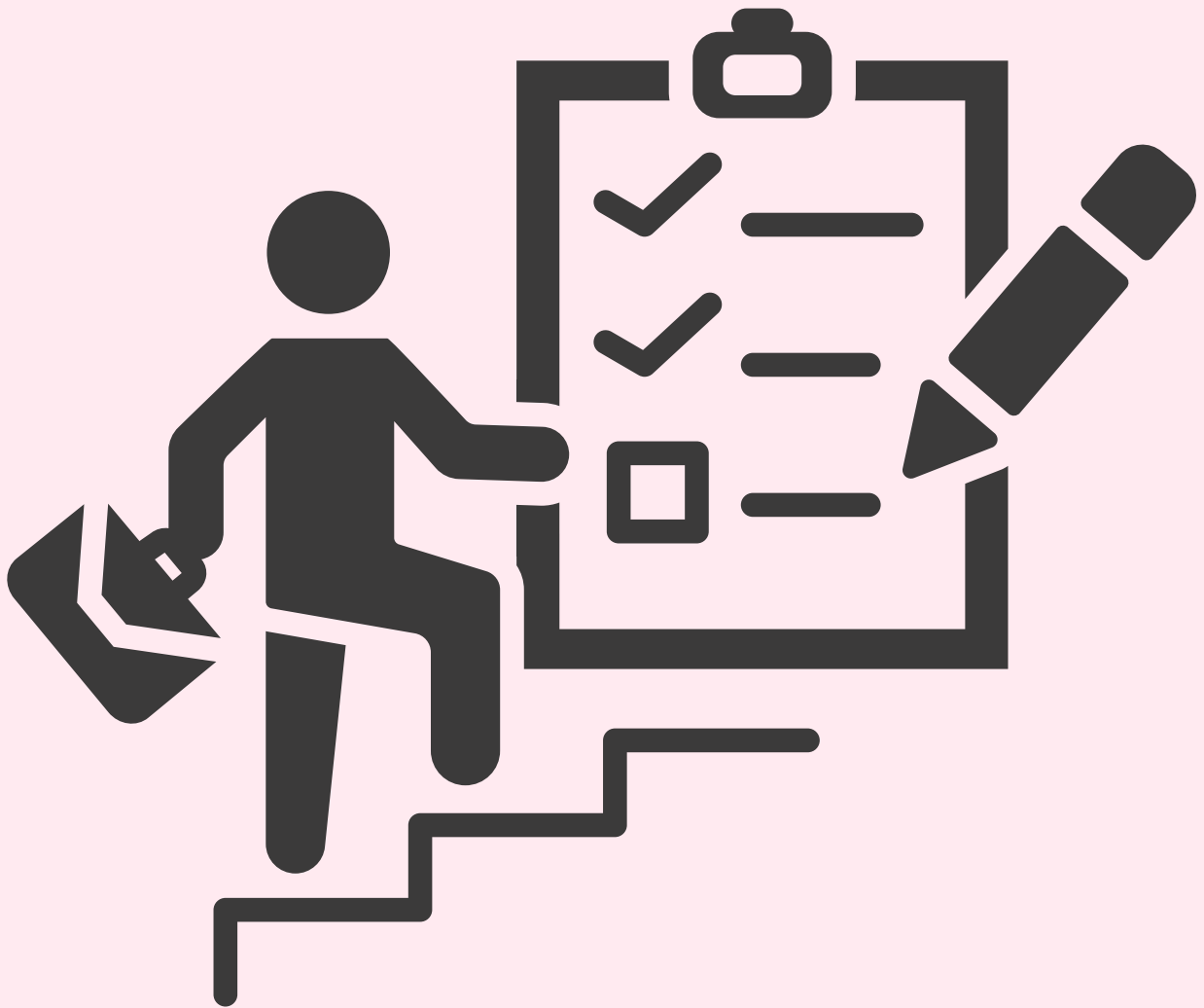
- Does the piece accomplish its intended purpose?
- What are the strengths of the work?
- Is the writing engaging, informative, or persuasive (depending on the type of work)?

Activity: Peer Review

Notes for the writing piece

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Section 7: Next Steps in Sports Journalism

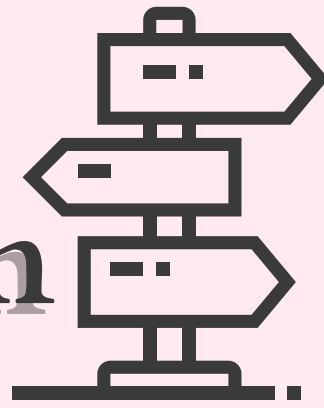


Opportunities in the Field

Internships in Sports Journalism:

Internships are an excellent way to gain hands-on experience in sports journalism. These positions allow aspiring sports writers, photographers, and broadcasters to work directly with established media organizations. Interns often assist with writing articles, editing content, managing social media, or even covering live events. They provide invaluable opportunities to build a professional portfolio, learn industry best practices, and make connections with industry leaders. Look for internships with sports networks, local newspapers, online sports platforms, or independent sports blogs to get started.

Career Paths in Sports Journalism



1. Sports Writer/Reporter

- Writing articles, news stories, and feature pieces for newspapers, websites, or magazines. This role may involve covering live games, conducting interviews, and researching to provide in-depth analysis.

2. Sports Editor

- Overseeing the production of sports content, from story selection to editing. Editors ensure that content is engaging, accurate, and aligned with editorial standards.

3. Sports Broadcaster/Commentator

- Providing live commentary, analysis, and play-by-play reporting for television, radio, or digital platforms. This role requires strong verbal communication skills and knowledge of the sport.

4. Sports Photographer/Videographer

- Capturing action shots, interviews, and behind-the-scenes moments at sports events. Photographers and videographers are essential for visual storytelling in sports journalism.

5. Social Media Manager/Content Strategist

- Managing social media accounts for sports teams, athletes, or media organizations. This role involves creating and sharing engaging content to connect with fans and grow the audience.

6. Sports PR Specialist

- Managing the public image of athletes, teams, or sports organizations. Sports PR specialists work closely with journalists, handle media inquiries, and help athletes craft their public personas.

7. Sports Data Analyst

- Using data and analytics to provide insights into game strategies, player performance, and team dynamics. This role blends sports knowledge with technical skills and is growing in popularity with the rise of data-driven sports journalism.

Profile: Aly Lozoff

Hometown: Montréal, Québec, Canada

- Occupation: NHL Rinkside Reporter

Background and Career

Aly Lozoff is a distinguished sports broadcaster and attorney, renowned for her role as a rinkside reporter for the Anaheim Ducks and TNT's national NHL broadcasts. Her dynamic career spans multiple sports and media platforms, earning her four Emmy Awards for excellence in sports reporting.

Breakthrough in the NHL

Aly Lozoff's breakthrough in the NHL came when she joined the Vegas Golden Knights as a reporter during their inaugural season in 2017-2018. Her role as a rinkside reporter helped her establish a solid reputation in sports broadcasting. The Golden Knights' success, including a remarkable run to the Stanley Cup Final in their first season, provided Lozoff with a high-profile platform to showcase her skills and connect with NHL fans.

She later joined the Anaheim Ducks as their rinkside reporter in 2019, further cementing her position within the NHL. Her expertise as a journalist, combined with her charismatic on-air presence, contributed to her growing recognition within the league. Lozoff also gained national exposure through TNT's NHL broadcasts, where she expanded her audience.

Profile: Aly Lozoff

Impact and Recognition

Aly Lozoff's impact and recognition in the sports world extend far beyond her rinkside reporting role. Her Emmy Awards, versatility in covering multiple sports, and commitment to community involvement have helped her carve out a successful and influential career in a competitive industry. She continues to inspire a new generation of sports journalists, especially women in the field, with her success and ability to balance a multifaceted career.

Aly has developed a reputation as a confident and knowledgeable reporter. Her ability to provide insightful in-game analysis and conduct interviews with players, coaches, and staff has resonated well with viewers, making her a trusted figure in the NHL media landscape. Working with teams like the Vegas Golden Knights and the Anaheim Ducks, her in-depth knowledge of the game, coupled with her strong on-camera presence, has made her an integral part of broadcasts.



Profile: Pam Oliver

Hometown: Dallas, Texas

- Occupation: Sports Reporter, NFL Sideline Reporter

Background and Career

Pam Oliver is one of the most respected and accomplished sports journalists in the history of television sports reporting, particularly known for her work as an NFL sideline reporter. Over the course of her distinguished career, Oliver has built a reputation for being a sharp, insightful, and approachable reporter who provides comprehensive coverage of the NFL. Her career spans over three decades, and she has become a pioneering figure in sports journalism, especially for women in the field.

Oliver's journey into sports journalism began after she earned a degree in broadcast journalism from Florida A&M University. Early in her career, she worked for local news stations and also gained experience as a sports anchor and reporter. She made a name for herself covering basketball, particularly during her time with the Huntsville Channel 48 and later with WTVT Tampa, where she began to hone her sports reporting skills.

Breakthrough in the NFL

In 1993, Oliver joined Fox Sports, where her career truly flourished. She made history in 1995 as one of the first female sideline reporters for an NFL broadcast. Her expertise, confidence, and on-camera presence earned her recognition from fans, players, and coaches alike. She quickly became a staple of Fox's NFL coverage, providing insightful commentary and conducting post-game interviews with players and coaches.

Profile: Pam Oliver

Her ability to engage with players, capture the emotion of the game, and bring depth to the on-field action made her an invaluable asset to the network. In addition to her sideline reporting, Oliver has also covered major events such as the Super Bowl, NFC Championship games, and other pivotal moments in the NFL.

Impact and Recognition

Oliver is not only respected for her journalistic skills but also for the trail she has blazed for women in sports media. As one of the few prominent female reporters in a male-dominated field, she has faced challenges, including initial skepticism from some athletes and fans. However, her professionalism, work ethic, and talent have earned her the respect of the industry and solidified her place as a key figure in sports journalism.

Throughout her career, she has received several accolades for her work, including multiple nominations for Sports Emmy Awards. She's also known for her mentorship of younger female reporters, encouraging them to pursue their dreams in sports journalism.

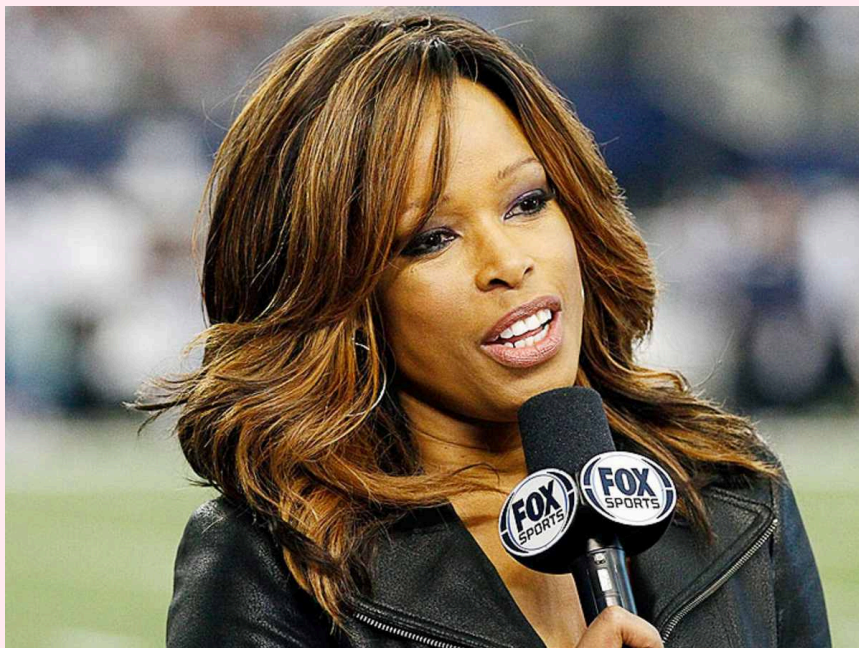
Personal Style and Legacy

Known for her calm demeanor, strong interviewing style, and sharp analysis, Pam Oliver has remained a trusted voice in NFL coverage. She's particularly admired for her ability to navigate high-pressure situations, asking tough questions when necessary while maintaining a balanced, professional tone. Oliver's deep knowledge of the game, paired with her empathetic approach to reporting, makes her stand out in an often high-stakes environment.

Profile: Pam Oliver

Her legacy extends beyond her journalism work; she is a trailblazer for women in sports media, a mentor, and a role model for the next generation of sports journalists. After decades of reporting on the NFL sidelines, Oliver continues to inspire and show that sports journalism is an inclusive field where talent, dedication, and professionalism matter most.

As of recent years, Pam Oliver continues to cover major NFL events and has remained a cornerstone of Fox Sports' coverage, continuing to build upon her legacy as one of the most prominent and respected sideline reporters in sports journalism history.



Profile: Jessica Mendoza

Hometown: Camarillo, California

- Occupation: MLB Analyst, Broadcaster, Former Softball Player

Background and Career

Jessica Mendoza is a trailblazing sports analyst and broadcaster, widely recognized for her groundbreaking role as the first female analyst on ESPN's Sunday Night Baseball. Before venturing into broadcasting, Mendoza had a distinguished career as a professional softball player, establishing herself as one of the best in the sport. A former standout at Stanford University, she went on to represent Team USA in international competitions, earning numerous accolades, including an Olympic gold medal in 2004.

Mendoza's success on the softball field laid the foundation for her transition into sports media. After her playing career, she worked as a commentator for ESPN, where her insightful analysis, deep knowledge of the game, and engaging personality quickly gained her attention.

Breaking Barriers in Baseball Broadcasting

In 2015, Mendoza made history by becoming the first woman to serve as a full-time analyst for Sunday Night Baseball, one of ESPN's flagship sports programs. Her promotion to this prestigious role was a watershed moment for female representation in the sports broadcasting world, where women had historically been underrepresented, especially in the baseball arena.

Profile: Jessica Mendoza

Mendoza's arrival in baseball broadcasting was met with a great deal of attention, not only because of her gender but also because of her unique perspective as a former athlete. She brought a fresh insight to the broadcast booth, particularly through her extensive knowledge of hitting and her analytical approach to the game.

Achievements and Recognition

Mendoza's career has been marked by several groundbreaking achievements. She became a leading voice in baseball analysis, offering expert commentary on everything from player performance to in-game strategy. Her ability to break down complex baseball concepts and communicate them to a wide audience has made her one of the most respected analysts in the industry.

In addition to her role on Sunday Night Baseball, Mendoza has contributed to other high-profile broadcasts, including postseason games and the College World Series. She has also appeared as a contributor to SportsCenter and other ESPN programs. Mendoza's talent and professionalism earned her numerous accolades, including the 2016 Women's Sports Foundation's Award for Broadcasting and recognition for her role as a role model for women in sports media.

Legacy and Impact

As one of the most prominent female figures in sports broadcasting, Jessica Mendoza has become a trailblazer for women in sports journalism. Her presence in the Sunday Night Baseball booth has inspired countless aspiring journalists, particularly young women, to pursue careers in sports media. Her work is not just about breaking barriers, but about doing so with excellence and credibility.

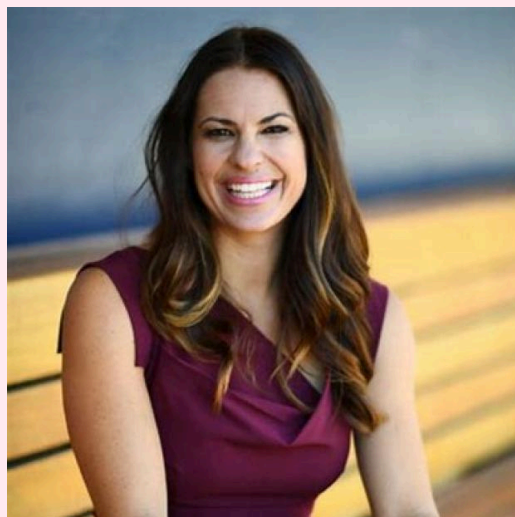
Profile: Jessica Mendoza

Mendoza is also a vocal advocate for greater opportunities for women in sports, both in front of and behind the camera. Through her work, she has highlighted the importance of diversity and inclusivity in sports media, encouraging other women to enter the field and make their voices heard.

Personal Style and Legacy

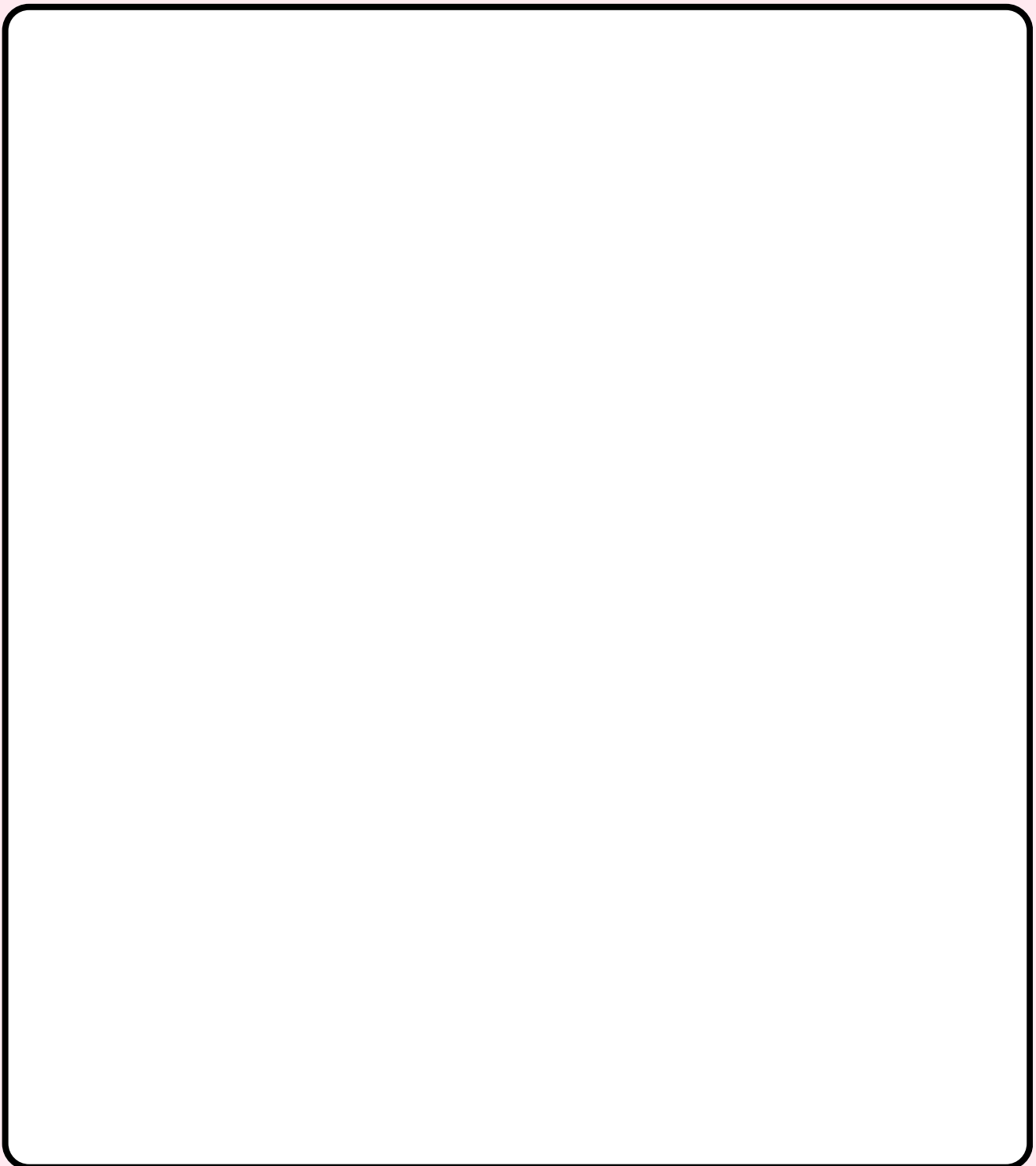
Known for her insightful commentary and her sharp analysis, Mendoza brings a unique blend of expertise and approachability to her broadcasts. She connects with viewers not only through her knowledge of the game but also through her engaging personality and her ability to make the sport more accessible to a broader audience. Her commentary often combines an analytical breakdown with a deep understanding of the human element of sports, making her a compelling figure both on and off the air.

Mendoza's legacy is defined by her role as a groundbreaking figure in baseball broadcasting, her advocacy for women in sports, and her impact on the broader conversation about diversity in sports media. She continues to inspire a new generation of sports broadcasters, demonstrating that talent and passion know no gender boundaries.



Activity: Planning

Write your personal action plan for pursuing sports journalism

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Glossary of Sports Journalism Terms

1. **Anchor:** The main presenter or host of a sports broadcast or news program, responsible for guiding the coverage and providing analysis.
2. **Beat Reporter:** A journalist who covers a specific sport, team, or league on a regular basis, often becoming an expert in that area.
3. **B-Roll:** Supplementary footage used in a broadcast to provide context or visual interest during a report or story.
4. **Color Commentary:** Commentary that adds personality, insight, and additional context to a broadcast, often provided by former athletes or experts in the field.
5. **Field Reporter:** A journalist reporting from the location of a sporting event, often providing live updates, interviews, and on-the-ground analysis.
6. **Headline:** The main title of an article or story, designed to grab attention and summarize the key point of the piece.
7. **Lead (or Lede):** The opening sentence or paragraph of a sports article, meant to grab the reader's attention and summarize the story's main point.
8. **Play-by-Play:** A type of sports broadcasting where the announcer describes the action in real-time, providing a detailed, moment-to-moment account of the game or event.
9. **Press Box:** The area in a stadium or arena reserved for journalists covering a game or event, often equipped with necessary tools for writing or broadcasting.
10. **Sideline Reporter:** A reporter stationed on the sidelines of a sports event, providing interviews, updates, and analysis between plays or during breaks in the action.
11. **Sports Editor:** The editor responsible for overseeing all sports content, managing reporters, and ensuring that the coverage is accurate, timely, and engaging.
12. **Stat (Statistics):** Numerical data used to analyze and describe an athlete's or team's performance, often incorporated into sports articles and broadcasts.
13. **Scoreboard:** A visual display showing the current score of a game or match, commonly featured during live broadcasts and in news articles.
14. **Feature Story:** A longer, in-depth piece of sports journalism that goes beyond the game's score to explore the human element, history, or context of a topic.
15. **Game Recap:** A brief summary of the events of a sports game, often written shortly after the game ends, focusing on key moments, performances, and the final score.
16. **Highlight Reel:** A video compilation of the best plays or moments from a game, often shown on TV or online after the event.

Resources for Further Reading and Learning

Books:

1. "The Best American Sports Writing" Series – A collection of the best sports writing each year, offering diverse perspectives on the world of sports journalism. Great for learning from seasoned professionals.
2. "Sports Journalism: A Handbook for Freelancers, Bloggers, and Citizen Journalists" by Tom Fudge – A practical guide that covers the basics of sports writing, freelancing, blogging, and how to succeed in sports journalism in the modern digital age.
3. "The Art of Sportscasting" by Brad Heller – A valuable resource for those interested in broadcasting and commentary, with tips on storytelling, the art of play-by-play, and building a career in sports media.
4. "The Sportswriter's Handbook" by David D. Shaw – Offers insights into the skills and craft of writing compelling sports stories, including how to cover live events, interview athletes, and craft human-interest pieces.

Courses and Online Learning:

1. Coursera – Sports Journalism Specialization (University of Colorado Boulder) – Offers a series of courses covering the fundamentals of sports journalism, including writing, multimedia storytelling, and digital content creation.
2. edX – Journalism Courses (Harvard University, University of California, Berkeley) – Features several courses on writing and reporting with an emphasis on sports, digital media, and the evolving landscape of journalism.
3. The Associated Press Sports Editors (APSE) Workshops – Offers training and development for journalists at all levels, with workshops focusing on writing, editing, multimedia production, and covering various sports.

Podcasts:

1. "The Press Box" (The Ringer) – A podcast discussing the intersection of media and sports, offering insights into the sports journalism industry and its major players.
2. "Sports Journalism Podcast" (The Sports Journalism Institute) – Focuses on industry trends, tips for young reporters, and the future of sports journalism.
3. "The Big Interview with Graham Hunter" – Features in-depth interviews with prominent sports journalists and broadcasters, offering advice on succeeding in sports media.

Certificate of Completion

Name: _____

Age: _____



Parent/Guardian Signature
of Completion