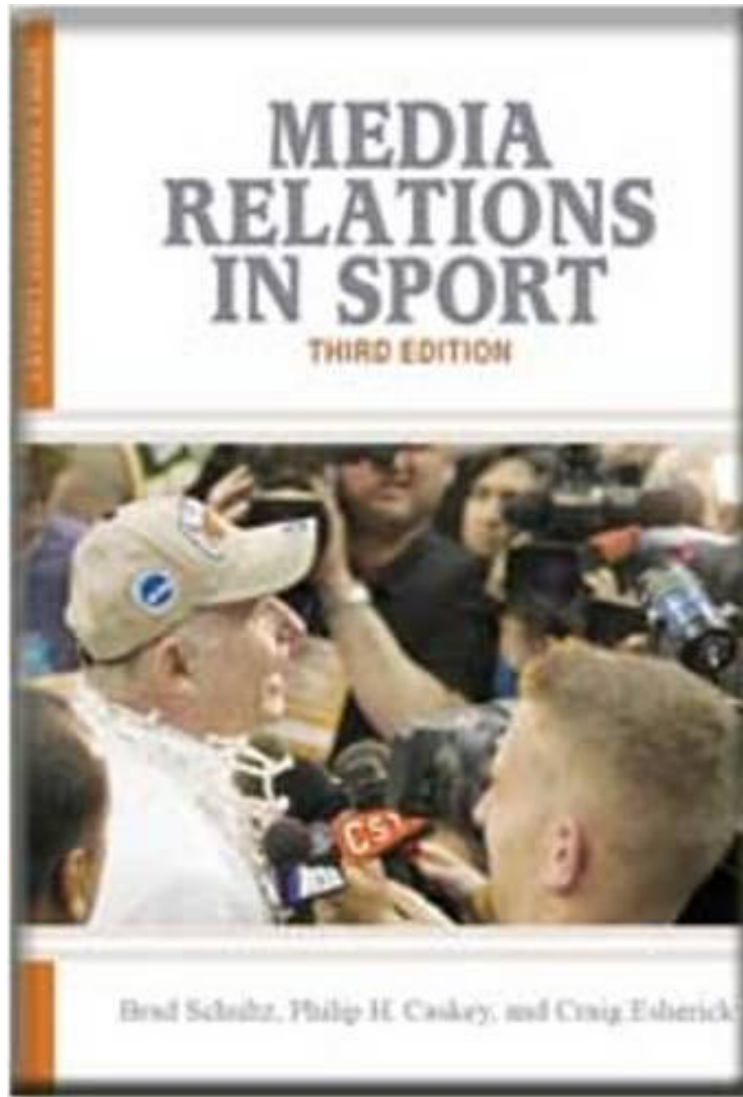


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## Media Relations in Sport (Sport Management Library)

*Brad Schultz, Philip H. Caskey, Craig Esherick*  
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Any student interested in a career related to sport media has to know certain essentials -- how to interview, how to effectively create and distribute content, and how to deal with communication problems that will invariably arise. All of these subjects and more are extensively addressed in this new and completely revised edition. The emphasis of these topics is not so much related to a theoretical understanding of sport media, but rather a practical one. The book is written with the idea that sport media communication does not exist as only something to be discussed in the abstract. Rather, there are fundamental skills, approaches, and procedures that relate directly to the success of communication. While this third edition rightly goes into emerging areas of the field and examines sport media relations from a global perspective, it also retains the focus of the first two editions, specifically on the basics and principles of sport media that remain its foundations.

About the Author Brad Schultz, PhD, is an associate professor in the School of Journalism and New Media at the University of Mississippi. His academic credentials include a bachelors degree in journalism from the University of Missouri (1984), a masters in telecommunications from Southern Illinois (1999), and a doctorate from Texas Tech in 2002. Schultz's area of research interest is the effect of new technology on sports journalism. He has published nearly two dozen research articles in scholarly journals, including the International Journal on Media Management, the Newspaper Research Journal, the Journal of Communication Studies, the International Journal of the History of Sport, and the International Journal of Sport Communication. He has also presented two dozen papers at scholarly research conferences in the US and Canada. In 2006, Schultz launched the Journal of Sports Media, a scholarly journal that publishes twice a year. He continues to serve the journal as editor-in-chief. This is Schultz's fourth book. His previous works include Sports Media: Planning, Production and Reporting (2005, Focal Press), Broadcast News Producing (2004, Sage) and Sports Broadcasting (2001, Focal Press). This year, his chapter on Sport Communication will appear in Introduction to Sport Management to be published by Kendall-Hunt. Prior to entering academia, Schultz spent 15 years in local television sports and news as an anchor, reporter, news director, producer, editor, videographer, and writer. Craig Esherick, JD, is an assistant professor in the School of Recreation, Health and Tourism at George Mason University. He teaches courses in sport management, sport governance and policy, and sport law. Prior to joining the faculty full time he was an adjunct professor at George Mason and an instructor at New York University. Esherick was formerly the head mens basketball coach at Georgetown University from 1999-2004, taking over for Hall of Fame coach John Thompson, for whom he served as an assistant coach since 1982. Esherick compiled a record of 103-74 during his tenure as head coach at Georgetown, where he played from 1974-78. He led the Hoyas to the 2001 NCAA Tournament Sweet 16 and the 2003 National Invitational Tournament championship game. As an assistant, Esherick was part of three Elite Eight teams and two Final Four squads, including the 1984 team that won the national championship. He also served as an assistant coach on the 1988 U.S. Olympic team that earned a bronze medal at the Seoul Games. Following his coaching career, Esherick was a writer and hosted an online radio show with AOL Sports. He then served as the vice president of athletic relations for CSTV while also providing content for the cable sports network. Esherick has also served as a television color commentator for college basketball games produced by the MidAtlantic Sports Network, ESPNU, Verizon FIOS, Comcast, and Cox. He is also a member of the Arlington County (VA) Sports Commission.