

ROLE OF MEDIA IN SPORTS

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At least half of professional's working day is spent communicating orally or through writing. Skills in written and oral communication are consequently important for the sports manager. Written and oral communication that is most successful has a clear purpose and is well structured and organized.

Interviews represent a major setting for interpersonal communication between managers and employees. Clarity of purpose, empathy, good listening, and immediate feedback contribute to good communication in an interview.

Success or failure in small groups is often dependent on the amount and kind of communication that takes place during group work, communication in organizations faces a number of hindrances: organizational size and consequent multiple communicators, diversity in individual and group goals, and power and status hierarchies that affect communication flow and accuracy.

Sports information and public relations departments are interfaces between an organization and the public. Most deal primarily with the mass media. These departments enhance communication between the organization and the outside world and work to manage public impressions about the organization. Public relations and sports information department professionals are required to serve multiple constituencies and must develop and cultivate the trust of persons with whom they deal.

Decisions in both print and broadcast media are often driven by (1) a search to define and attract an audience (readers, viewers) and (2) The subsequent use of that audience to attract advertising support. Newspapers, magazines, radio and television broadcasters have found sport content to be useful in accomplishing these goals.

At one time radio was a popular source of sports coverage. Although coverage is less comprehensive now, radio continues to many professional bodies sports. Sports programs are valuable commodities to local and national commercial television and cable broadcasters because they attract a large; loyal and economically desirable audience. Owned and operated and affiliates carry major sports fed to them by their network; those stations, as well as independent broadcasters, also carry available sports of various local university and professional teams. Networks view sports as a way to establish a corporate identity and to provide affiliates with programming that enables them to compete locally for viewers and advertisers.

The advent of super stations and national and regional sports cable channels has increased the number of sports options available to viewers and driven up the cost for rights to broadcast major professional and amateur sports. Although sports on commercial channels have not increased appreciably in the recent past; many more

options are available on cable. ESPN cablecasts sports nationally 24 hours per day, and around three dozen regional cable sports channels provide programming during the day. Groups of regional have banded together to share programming and to bid competitively for rights to major sports. Pay-per-source of sports programming, but it is not likely to be so until its penetration rate is significantly higher.

Ratings and shares information are used by sports programmers to make decisions about program popularity and placement. They are used by advertisers and sales personnel to help determine advertisement placement and cost. Many major decisions in sports programming and advertising are made based on ratings and shares data obtained from public (viewers and readers).