



COVERING HOME PLATE 2007 ECAC-SIDA WORKSHOP BALTIMORE

In the sports information/athletic communications field we are often asked to cover multiple events that take place simultaneously. While it is not yet possible to be in two (or more) places at once, we often make it appear as if we are. Below are some suggestions as to how to make it seem like you are as magical as David Blaine when it comes to handling multiple events simultaneously (or home games that are stacked back-to-back-to-back-to-back) ...

STAFFING OPTIONS

- Don't commit yourself to any one event; Rely on scorebooks
 - Allows you availability to:
 - Supervise at various fields
 - Put out any fires at different locations
 - Begin distributing results and updating the web as soon as the first event has gone final
- Cover one event; Rely on scorebooks for others
 - Choose the event that is most stat-intensive (women's lacrosse over softball)
 - Choose the event that will finish the earliest (lacrosse over baseball)
 - Increases the likelihood of accuracy of that game's stats
 - Allows you to get back to the office to send results and update the web quickest
 - Early finish makes you available to distribute results and update the web of other games as soon as results are received
 - Choose the event that will have the most general interest and/or media (game vs. rival over non-league contest)
 - Allows you to be available to ensure accurate statistics
 - Allows you to be available to answer questions about the game, the atmosphere, etc.
 - Assign student workers to sports that best use their knowledge/abilities
- Covering back-to-back events personally
 - Work ahead to stay ahead
 - Write any portion of a post-game release ahead of time (i.e. next game paragraph)
 - Use period breaks/halftime to write the story (to that point) or update the web with the results of other contests

DISTRIBUTING RESULTS

- Opponents & league offices
 - Send the score/box score to them as soon as the results come in
 - Include a note that a story/summary will follow
 - Send the story
- Media (print, TV, radio & web sites)
 - Reporting results before ~6pm
 - Send the story and box score to them as soon as possible
 - Reporting results after ~6pm
 - Get the score/box score to them as soon as the results are available
 - Include a note that a story/summary will follow
 - Send the story



POSTING RESULTS TO THE WEB

- Speed Matters
 - Post a blurb and box score (if available) of every game (home & away) as soon as possible once that game ends
 - Include a line stating “more to follow” at the end of the blurb
 - Tells the audience that you are not short-changing that game/team
 - Utilize your colleagues’ efforts
 - Take advantage of the opposition SID’s post-game story as well as the box score they post
 - If no box score is available immediately, post a link to the live stats
 - Don’t spend too much time finding the best photo until after all blurbs are posted
 - When all possible blurbs are online, go back and post a full story or add more details; Post the best photographs
 - Know the likely breakdown of the audience
 - Work on most pertinent stories in order
 - Don’t worry about length of one story vs. another
 - Football tends to have more to write about than cross country
- How to Rank Stories on Home Page
 - Game Time
 - Post based on when the game started
 - Post based on when the game ends or when results come in
 - Prioritize
 - Importance of game; Wins over losses; Rival over non-leaguer; Audience interest; Ranked team over slug; Good photography to use
 - Sport
 - Like it or not, some sports take precedence over others

HAVE A PLAN

- A day or two before, go through the day in your mind and plan out the best course of action for you to work most efficiently and effectively.
 - Make checklists of what needs to be done before, during and after games
 - Who is going to do them?
 - Make list of what needs to be brought to the games (programs, stat books, computers, etc.)
 - Make checklists of who needs to receive results, box scores, summaries, etc.
 - How will you get it to them? (Phone, e-mail, fax, in-person, all the above)
- Be sure to touch base with those who are covering games so they have the proper information/instructions
 - Reiterate how you prefer the book to be kept
 - Remind them that you would like goal descriptions and details of important plays
 - How you can be reached in case something comes up

For additional information, please contact:
Kevin Beattie, sports information director,
at (518) 276-2187 or beattk@rpi.edu or (518) 269-2532 (cell).



Rensselaer

DEPARTMENT OF ATHLETICS

FACEBOOK

Issue for the Athletic Directors

Stress the fact that student-athletes should avoid, avoid, avoid

Enough examples out there to site

SPRING TRIPS

Teach a student-athlete or manager how to properly keep stats

Fax of scoresheets from team

Work with opposing SID

Find out if he/she is going

Coordinate trading/comparing statistics

Stay ahead with entering box scores

Much easier when you can do 1-3 per day

Much easier and quicker to input boxscores with two people

WEB TSUNAMI

Like it our not, this is our main responsibility now

Use of ICS/PrestoSports/American Eagle has made a world of difference

What should be included?

Newspaper stories? TV story links? Radio interview links? Feature stories strictly for the web?

BUFFET

REFRESH & RELOAD

Find a hobby outside of sports information!

Running, biking, taking classes, volunteerism, flying (DeBolt, Nadeau)

ROLE PLAY

TRAVEL

Plenty of caveats to bring up

EXPERIENCE COUNTS

In need of a real mentor program

Will help keep good SIDs

WHAT I LOVE

Nature of the business not to love everything and everyone