

## Sports Broadcasting – Journalism or Entertainment?

*Audio by Danyelle Musselman recorded in February 2020*

I feel like the majority of sports broadcasting lies right in the middle of entertainment and journalism. There are exceptions, and exceptions, of course, are when someone passes away or commit to crime or something like that because that is actual hard facts, hard-hitting journalism. But a lot of the rest of it is more in a gray area, even the way that it's presented on the television. Look at things like the graphics that are used during sports broadcasting, the music that is used, that camera angles that are used, the personalities even a lot of times, the way a lot of sports personalities dress. They're allowed to be more casual or more loud.

A lot of sports shows are now driven by personalities versus just regular news broadcasting. You see networks like ESPN paying people like Stephen A. Smith all of the money because he's got a huge personality and he skews toward that entertainment. If you look at a lot of the reporters that are on Entertainment Tonight and those other types of shows, a lot of them have a background in sports journalism. Kevin Frazier of Entertainment Tonight is one example. He was a sports journalist for years and years before he crossed over. I just feel like they're so similar. Not to say that there's not real news in a basketball game or in a baseball game, but really at the end of the day, that kind of stuff is generally entertainment.