

# ADVICE FOR SPORTS REPORTERS

I sat down and had a phone interview with Ellis Williams, a beat reporter for the Carolina Panthers. He was kind enough to give me some much needed advice and information to help prepare me for future sports industry endeavors.

## PUT YOURSELF OUT THERE

- Nobody ever got anywhere by themselves, you are going to need friends.
- Meet people that have done it before
- be positive and respectful give people a reason to want to talk to you)

## WRITE WITH A PURPOSE

- audiences want to read what you have to say
- write as if you are talking to someone
- write to grab the readers attention
- keep your sources safe

## BE READY FOR THAT LIFE

- your job is apart of your life
- always on call ( report about a story)
- persistence pays off
- sports is your life
- learn NOT to have a favorite team
- build relationships with coworkers

## WRITE FOR THE STORY

- write to inform the audience
- have a passion for your subject
- add something new to the community
- read your edits

## BUILD YOUR RESUME

- write blogs and keep active in the social media world
- show your versatility
- the more experience the better
- you need to be able to tell a story
- show that you are passionate about what you do

## MAKE A NAME FOR YOURSELF

- use social media to reach new audiences
- build connections with people in the industry
- use friends in the industry to help you
- have a positive image associated with yourself

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