

TRANSCRIPT OF VIDEO: <https://www.bbc.co.uk/teach/young-reporter/tips-from-sporting-presenter-jessica-creighton/zr74ydm>

Hi, I'm Jessica Creighton and you may have seen me presenting for BBC Sport. I'm lucky enough to have been at events like the 2016 Olympics in Brazil and events here in the UK, for example the World Athletics Championships.

I love sport; it's always been a massive part of my life. When I was younger, I played for Charlton Athletic Women's Football Club and then I was lucky enough to win a place on the BBC's Journalism Trainee Scheme after studying Broadcast Journalism at university.

Now if you like journalism and sport and are thinking of getting into sports reporting, here are some of my top tips:

TIP 1: Do your homework.

I always say fail to prepare, prepare to fail!

So, for example, when I went to the World Athletics Championships I made sure I looked into the athletes, and the people that coached them. As well as that I researched the disciplines like the shotput and the 100 metres. It's also good to have some interesting facts in your mind so you can reel them off when necessary. Make sure that you are prepared!

TIP 2: Know your audience

Know your audience, who's going to be watching your report? If it's a big sports fan they will probably know quite a bit of detail already. But if it's someone like my grandmother, for example, who's not a very keen sports fan, then you probably have to give them a bit more information. And also think about fair reporting. Just because I am a Charlton Athletic Women's supporter, doesn't mean that when I go and cover them I can show any bias. Make sure that you are fair and just in everything that you do.

TIP 3: Think about how to tell the story

Think about how you're going to tell your story. As well as the best action you might want to speak to a player for example. I can remember when I was playing there was always a parent on the side-lines screaming and shouting and that might well be the interviewee that you want, or you may even want to talk to the referee.

Also think about where your reports are going to be. If you are doing something on radio or on line for example, you might want to be a bit more descriptive with your language because, unlike TV, you need to paint a picture for your audience. Also, what I like doing is going behind the scenes, people always like to know what's going on when the cameras aren't rolling.

TIP 4: It's not just about the sport

Sport reporting isn't just about the sport itself, it could be about what the athletes are using as equipment or about what they're wearing. I can remember when I went to a boxing event the female

boxers were actually forced to wear skirts whilst they were competing. So there really can be stories everywhere.

Those are my top tips – here are some more from my BBC Sport colleagues

John Watson – When it comes to sports presenting and sports reporting I think you need to practise and one of the other key things is to read as much as you can about the sport you are reporting on.

Hugh Wozencroft – Try and find a story which engages with your audience. So in your local community there might be a certain team or club or person that people really know or really support. If you can find that person or a story that relates to them then that can really get the interest of people where you live.