



**CHAPTER 4**

**What's What in  
Canada's Sports  
Media**

# Defining Media Outlets

Canada's **sport media** consist of **reporters** and **columnists** who work for daily or weekly newspapers, wire services and magazines such as *MACLEAN'S*; **broadcasters** whose beat is radio or television; and **photographers** who work either for a newspaper or for an agency. **Freelancers**, a common feature of the sport media scene, sell their stories or photos to various media outlets, nationally and internationally.

*Begin by understanding the lingo.*

## WIRE SERVICES

by Lorraine Lafrenière and  
Sheila Robertson

**Canadian Press** (CP) is the national news-gathering not-for-profit cooperative owned and operated by the daily newspaper industry. CP was founded in 1910 to provide a flow of news across the sparsely populated regions of the country. Most daily papers belong to CP, which also runs a French-language service, **La Presse Canadienne**. CP also runs a photo service for Canadian newspapers.

**Broadcast News** (BN) and **Nouvelles Télé-Radio** (NTR) are the broadcasting arms of CP and La Presse Canadienne respectively, providing voice clips for radio stations across the country.

Countries around the world have wire services that supply copy, voice and photos nationally and internationally. For example, **Associated Press** (AP) is an American-based cooperative news-gathering agency supplying more than 45,000 newspapers and radio and television stations worldwide. Among the more common national and international agencies are **Agence France Presse**, **Reuters** (a news service based in Britain) and **United Press International**.

## NATIONAL NETWORKS

There are two national networks in Canada.

The **Canadian Broadcasting Corporation** (CBC) and its French-language counterpart, **Radio-Canada**, are publicly funded. Their mandate is to provide coverage across Canada that is relevant to all Canadians. Their news divisions are the English-language **Newsworld** and **Réseau de l'Informations** (RDI), the French-language all-news cable channel of Radio-Canada.

The **Canadian Television Network** (CTV) and **TVA**, its French-language counterpart, are privately owned. CTV has an all-news cable channel, CTV Newsnet. Rogers owns and operates Sportsnet while CTV owns The Sports Network (TSN) and its French-language counterpart, Réseau des Sports (RDS). Both are all-sport networks.

Canadian radio listeners are served in English by **CBC Radio**, through Radio One and Radio Two, and in French by **Radio-Canada**. Many cities also have all-sport radio stations, which focus attention on the professional sports teams in their region, but will cover amateur and Olympic sports during their competitive seasons.

## DAILIES

Canada is home to two large newspaper chains. The CanWest Chain owns more than 30 newspapers and has a target audience of about two million readers. Included in the CanWest Chain are the *SUN* (Vancouver), *THE PROVINCE* (Vancouver), *THE CALGARY HERALD*, *THE EDMONTON JOURNAL*, *THE HAMILTON SPECTATOR*, *THE OTTAWA CITIZEN*, *THE SUDBURY STAR*, *THE WINDSOR STAR*, *THE GAZETTE* (Montréal), *THE CAPE BRETON POST*, *THE CHARLOTTETOWN GUARDIAN*, and *THE ST. JOHN'S EVENING TELEGRAM*.

The **Sun Chain**, with a readership of more than one million, owns, among others, *THE CALGARY SUN*, *THE EDMONTON SUN*, *THE TORONTO SUN*, *THE OTTAWA SUN*, *THE FINANCIAL POST* and *THE LONDON FREE PRESS*.

The two English national newspapers are *THE GLOBE AND MAIL* and *THE NATIONAL POST*, while *LE JOURNAL DE MONTRÉAL* is the most widely distributed French language newspaper.

## WEEKLIES

Canada has more than 1,000 weekly newspapers. A weekly is sometimes referred to as a local paper and is an excellent place to start generating interest in amateur sport.

## RADIO

There are more than 500 radio stations in Canada, many of which are experiencing challenging times. With diminishing numbers of reporters able to attend competitions, the stations rely increasingly on telephone interviews and the athlete's and coach's initiative in contacting them.

## WEBSITES

Every major media outlet in Canada now has a website that complements what appears in print, on radio, or on its television broadcast. With the convergence of so many different media, the same reporter may write a column, interview you on video, and post a blog commentary. These sites will archive material for varying lengths of time, so be aware that your comments could be read or heard by people for a very long time. The sites also allow for additional material to be published, giving reporters an additional outlet for interesting anecdotes and short stories. Off-beat comments, or the way you handle questions, or some other small pieces of information may also find their way into a journalist's blog. These blogs are widely read, and are often filed live from the site of an event, giving readers the flavour of the event in new and different ways. Instead of merely short sound bites, websites often will host the longer version of an interview for radio or television. ❖



**Distance swimming champion Greg Strepple**

# MediaSpeak

by Sheila Robertson

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<b>ANCHOR</b>	an on-air person for a television news broadcast who reads the news and introduces items delivered by reporters
<b>ANGLE</b>	the approach a reporter takes in writing a story
<b>BACKGROUNDER</b>	a story or news release that summarizes the background of a current news item
<b>BREAKING NEWS</b>	news that is developing at the moment
<b>BYLINE</b>	the name of the reporter writing the story
<b>DATELINE</b>	the place and date of an article's origin
<b>DEADLINE</b>	the time a story must be ready
<b>EDITORIAL</b>	an expression of opinion that appears on the editorial page, separate from news stories
<b>ENG</b>	electronic news gathering
<b>FEATURE</b>	a current article, but not hard news
<b>FIVE Ws</b>	who, what, when, where, why; the major questions answered in the lead of a well-written news story
<b>FOR BACKGROUND OR NOT-FOR-ATTRIBUTION</b>	reporters can use the information but not name the source
<b>HARD NEWS</b>	reports presenting the facts of an event objectively and in descending order of importance
<b>LEAD</b>	the beginning of a news story, often but not always containing the five Ws and how
<b>LEAD STORY</b>	the most important article on page one
<b>MOBILE UNIT</b>	television broadcast equipment used outside a studio
<b>MUG</b>	a head and shoulders photograph
<b>NEWS CONFERENCE</b>	a meeting arranged specifically to provide information to the media
<b>ON THE RECORD</b>	everything you say can be quoted and you can be named
<b>OFF THE RECORD</b>	a practice that has been used to give a journalist essential background information that you do not wish to make public. Some media interpret "off the record" to mean that the information may be published if it is not attributed to the source; others interpret it to mean the information cannot be published at all. To avoid any misunderstanding, always speak "on the record".

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**PRIME TIME**

when television has its largest audiences and highest advertising rates

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**SIDEBAR**

a feature appearing in conjunction with a news article, giving human interest or historical aspects of the story

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**WIRE COPY**

stories supplied to newspapers by such news services as the Associated Press, Canadian Press and Reuters ❖

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