

“Sports are more than just a game of results.”

- Understand what the athletes are going through at that moment
- Connect the reader (tell them something they don't know)
- Steps:
 - use a visual
 - look for an angle
 - get personal
- Show that you know the sport you are covering (jargon)
 - baseball: shotgun/ pistol/ pop up/ infield fly
 - football: runs/ points/ two minute drill/ milk the clock
 - volleyball: side out/ rally
 - tennis: serving fault/ ace
 - basketball: charging/blocking foul