Task 5- Evaluating media coverage of sport

Aspects which may influence the coverage of a story/item:

* type/’brand’ of media outlet
* competition with other media outlets
* target audience
* timing of the event/story/item
* popularity, reputation or size of the individual/club/organisation

Features of the coverage which may vary from one media outlet to another:.

* representation of the issue(s), organisation(s) or individual(s) involved
* method of reporting
* format/presentation
* potential bias
* extent of the coverage
* duration of the coverage