



## Introducing your Programme Leader **GREG NIXON**



### Career history and interests

News and sports journalist from 1989 to 2007, working for various local newspapers such as the Warrington Guardian, Liverpool Daily Post and Echo, Bolton Evening News and Lancashire Evening Post. Also shifted for several nationals including the News of the World, Daily Mail and Daily Star as a production journalist and sub-editor.

Course leader for the internationally recognised National Council for the Training of Journalists vocational course at the City of Liverpool College from 2007 to 2016.

Programme Leader for the Football Business and Media degree programme at UCFB Etihad Campus since 2016.

Completed a Masters in Sports History and Culture at De Montford University, specialising in Rugby League, in 2020.

Media co-ordinator for Warrington Wolves Women's and Girls' Rugby League Foundation squad.

Supports Warrington Wolves RLFC and Manchester United and runs the occasional 10K for charity.

### What to expect in your first few weeks

Students will be looking at the relationship between the media and sport, and the changes brought in by the media to make football a more global sport. This includes changing kick-off times and the introduction of technology to appeal to a wider audience.

### Course expectations

The aims of the programme are to prepare students for a career in the football/sports-related media industry.

The various modules on the degree programme cover all aspects of football business and media, including an academic approach to principles involved in football business-related media, the business of football, and public relations and marketing.

It also provides practical experience in broadcast journalism and TV production, giving students the chance to create their own radio bulletins and TV shows.

Students will work closely with the media teams at several lower league football teams from the start of the programme to help develop their skills, and are expected to have carried out work experience in the football or sports-related media industry by the end of their second year.

### **What you can do to prepare**

If possible, spend a couple of days shadowing a sports reporter at your local newspaper to get an idea of the variety of techniques journalists use to get their stories and how match reports are compiled.

If you don't already, read a variety of newspapers then look at how their stories are developed online throughout the rest of the day/week and what other techniques are used to tell the story – videos, soundbites, readers' polls etc.

Keep up-to-date with all the latest sports news and issues which affect football in particular, and not just the team you support.

Read as many autobiographies of footballers and managers as you can – many will discuss their relationship with the media.

### **Reading list**

Andrews, P. (2014) *Sports Journalism: A Practical Introduction* 2nd edition. London: SAGE

Billings, C. and Hardin, M. (2016) *Routledge Handbook of Sport and New Media*, 2nd edition. Oxon: Routledge

Boyle, R. (2015) *Sports Journalism: Context and Issues*, 2nd edition. London: SAGE

Boyle, R. and Haynes, R. (2012) *PowerPlay: Sport, the Media and Popular Culture*, 2nd edition. Edinburgh: Edinburgh University Press

Dodd, M. and Hanna, M. (2016) *McNae's Essential Law for Journalists*, 24th edition. Oxford: Oxford University Press

Domeneghetti, R. (2014) *From the Back Page to the Front Room*, 1st edition. Huddersfield: Oakley

Nicholson, M. (2007) *Sport and the Media: Managing the Nexus*. Elsevier: Oxford

Ridley, I. (2011) *There's a Golden Sky*, 1st edition. London: Bloomsfield

Rudin, R. and Ibbotson, T. (2003) *Journalism: Essential Techniques and Background Knowledge*, 2nd edition. Oxford: Focal Press.

Steen, R. (2015) *Sports Journalism: A Multi-Media Primer*. Oxon: Routledge.

Toney, J. (2013) Sports Journalism: The Inside Track. London: Bloomsbury

As many football-related books, autobiographies and biographies as possible.

Newspapers – local and national, daily and weekly, related websites.