

Briana Brown

Mr. Speice

Interview Assessment

20 October 2017

Interview Assessment #1

Matt Welch

Sports Editor

Star Local Media

16 October 2017

This week during ISM I conducted my very first interview. I set up an interview with Matt Welch, a sports editor for Star Local Media. Mr. Welch covers high school sports all across north texas. Although sports broadcast is my primary focus, interviewing with someone that is involved in the writing portion of the field, allowed me to gain a better understanding of a different side. Overall, I feel very good about my interview.

To begin the interview, I asked Mr. Welch about his background and path to his current employment status. He told me that growing up, he was a sports lover and always kept his ear to what was going in the sports world. After high school, he attended the University of Oklahoma, where he majored in journalism and interned with Star Local Media. His internship in college was the gateway to his current employment status.

Moving on, I asked Mr. Welch about his work schedule and travel. He mentioned that his work schedule, for the most part, is consistent. Each week, he prepares for a new article to write. He spends the beginning of the week, researching teams and players that

he will be watching play later that week. Mr. Welch mentioned that during his research process he likes to use hudl, because he can learn about the team, but also know who their key players are learn about the dynamics and chemistry of the players. Because he covers high school sports, player and team stats are not very easy to find. As a result, during high school games, Mr. Welch has to manually keep track of stats, as well as, take detailed notes during the game, in order to accumulate enough information to write about. Mr. Welch revealed that his job is pretty demanding and requires a lot of time commitment. After games, he heads back to his office where he begins to write an article about the event. Star Local Media releases their articles every Sunday, therefore, he finishes his work on Friday evening. He mentioned that his typical gameday, workday is from 10:00am-1:00am, because he has to finish his article after the game. As far as traveling, Mr. Welch stated that his profession does not require a lot of traveling, the majority of his traveling is local. However, he mentioned that during playoffs, as the local teams start to play against teams outside of north texas, he has to travel further in order to keep up with those teams.

Furthermore, Mr. Welch, along with other sports reporters, film “Rapid Reports.” During these reports, they discuss highlights and key moments from that week’s competition just to keep their audience up to date. Prior to the interview, I watched some of the “Rapid Reports” that Mr. Welch participated in. During the report, I noticed that Mr. Welch spoke with as much poise, fluency, and confidence as a regular sports broadcaster. I asked Mr. Welch about what he does to prepare for his “Rapid Reports” and whether or not he memorized the information presented or he read off of something. He informed me that the majority of the material he is presenting he is very familiar with, because he had

already written an article over it. He just writes down key information that needs to be presented and then improves from there.

Sports editing and sports broadcasting are very similar. Basically, sports editing is the written version of what is being discussed during a sports broadcast. Speaking with Mr. Welch taught me that I can use some of his techniques and apply them to my own experience. Personally, I feel that it will be extremely helpful for me to write down a brief recap of current NFL games, because right now, I do not have access to broadcasting material, to practice my own broadcast.

The only thing that I feel I need to improve upon for my next interview is to make sure the interview lasts from 20-30 minutes. My interview with Mr. Welch was 10 minutes, however during the 10 minutes the interview felt natural. Mr. Welch was very open to answering my questions and he gave very good, detailed answers. Next time, I am going to conduct even more extensive research in order to come up with questions that are more specific, fill time, and keep the professional engaged.