Sports Literature

Mr. Brocato

Creating your own style of column

You have been writing Bill Reynolds-style articles for a while now. You are now to pretend that you work for *Sports Illustrated* and your editor has asked that you come up with a weekly column that will attract readership. What would you do? Admittedly, Mr. Reynolds says that he stole the idea for the column from someone else. I don’t mind if you do so as well, but I would like you to do the following prior to settling on your “novelty” item:

1. Look around and see what’s out there. Check out Bill Simmons and his mailbag. Maybe Peter King and his MMQB (Monday Morning Quarterback). What about Dan Patrick and his SI pieces? Observe and research. If you have no idea what to do, then you HAVE to do this research!
2. I don’t mind if you choose a particular sport to focus on every week, but keep in mind that most NICHE columnists do general sports topics.
3. You will be asked to do this a few weeks in a row to get good at it.

Come up with something that will set you apart. Develop a format for your weekly column where all you have to do is erase the week prior and start with new information. For example, Peter King has his weekly football column that is broken into sections like “Aggravating/enjoyable travel note of the week,” “Coffeenerdness,” “Non-football thoughts for the week” etc. Come up with something that will stand the test of time.