



SPORTS MEDIA LIBRARY GUIDE
SHAKE LIBRARY, VINCENNES UNIVERSITY
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DIRECTIONS TO THE LIBRARY WEBSITE

To access online resources and other information about library services, go to VU's website at <http://www.vinu.edu>, then click on **Majors and Academics**, and then click **Libraries**.

I. FIND BOOKS: VU WEBCAT (LIBRARY CATALOG)

Once you are in the library's website, click on **Find Books** located on left side of page. To access the library catalog, click on **VU WebCat – Vincennes Shake Library Catalog**. WebCat is the library's computerized catalog of books, ebooks, DVDs, videos, music CDs, periodicals subscribed to by the library, and some useful web sites. The Simple Search screen (the default screen you see when you access WebCat) allows searching the WebCat database by the following menu choices:

- Author Browse
- Exact Title
- Subject Browse (use topics like, broadcasting journalism, broadcasting sports, ethics sports, ethics journalism, radio journalism, radio sports, sports journalism, sports marketing, sports media, sports social aspects, television sports, etc.)
- Call Number Browse
- Command Search (keywords)
- Journal Title (Searches for titles of magazines and journals in VU's Periodical Collection)

The Keyword Search screen allows you to do very easy keyword searching and field searching - restricting your search to titles, subjects, etc.

Reference Books (Selected Sources) Ref. = Reference Collection, 1st Floor

- *Encyclopedia of Radio*, Ref. 384.54 M986r
- *Encyclopedia of Television*, Ref. 384.55 E56t
- *Handbook of Sports and Media*, Ref. 070.4 H236r

Circulating Collection (Selected Sources) Location: 2nd Floor

- *Beer, Babes, and Balls: Masculinity and Sports Talk Radio*, 070.449 N995b
- *Business & Politics of Sports: A Selection of Columns*, 306.483 W423b
- *Developing Successful Sport Marketing Plans*, 796.069 S888d

- *Hammering Hank: How the Media Made Henry Aaron*, 796.357 A113s
- *No Pants Required: A Behind-the-Scenes Look at Television Sports Broadcasting*, 070.4 M515n
- *No Time Outs: What It's Really Like to Be a Sportswriter*, 070.449 W223n
- *Play-by-Play: Radio, Television, and Big-Time College Sport*, 796.043 S658p
- *Play-by-Play: Tales from a Sports Broadcasting Insider*, 070.449 M554p
- *Power Play: Sport, the Media and Popular Culture*, 306.4 B792p
- *Sports Marketing*, 796.06 M959s
- *Sports Media: Planning, Production, and Reporting*, 070.4 S387s
- *Sports on Television*, 791.45 M336s
- *Sports Talk: A Journey Inside the World of Sports Talk Radio*, 070.449 E36s

II. FIND ARTICLES

Shake Library provides a good selection of databases to use in locating articles on specific topics in the periodical literature - newspapers, journals, magazines, etc. After accessing an online database, use the help information available with that database to become familiar with its search options. If you need assistance with using a database, please ask for help from a librarian at the Reference Desk. Use the directions above to go to the library's website, and then click **Find Articles** located on left side of the page. Given below are five database products that provide full text articles on sports media-related topics from journals, magazines, newspapers, and trade publications.

- *Academic Search Premier & Business Source Premier* databases (EBSCOhost)
- *ProQuest*
- *LexisNexis Academic*
- *NewsBank – America's Newspapers*

III. INTERNET RESOURCES (A Selected List)

- ABC/ESPN Sports - <http://abcnews.go.com/sports>
- CBS Sports - <http://www.cbssports.com/>
- Comcast SportsNet - <http://www.comcastsportsnet.com/pages/main>
- ESPN - <http://espn.go.com/>
- Fox Sports - <http://msn.foxsports.com/>
- NBC Sports - <http://nbcsports.msnbc.com/>
- Sports Network - <http://www.sportsnetwork.com/home.asp>
- Turner Sports - <http://www.tnt.tv/sports/>