

Ron Kroichick's perspective on sports writing today

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"You know that everyone is going to have the score on their phone or they have watched the game on TV so explaining what happened is no longer enough. You have to give them a reason to read the story beyond that the A's won or the Raiders lost. You need to provide an insight into things like why they called a certain play or why a player felt good or poorly that day. That is why it helps to have a relationship with the athletes

and an insight into their past or some twist which then allows you to write original content that isn't going to seem stale to the readers. My goal is to provide something that readers and fans can't get anywhere else."

With the loss of many newspapers and the reduction in the staffs of the papers that have survived, aspiring journalists need to be alert to other opportunities that may be available, says Kroichick: "If I were just coming out of college and had ambitions of being a sportswriter, my first

piece of advice would be to have a plan B. There are all kinds of ways to be involved in the sports industry that might not be traditional journalism because the reality is that traditional journalism has changed and has contracted and there are simply fewer jobs available."

Working for a good publication in a very desirable market has allowed Kroichick to live the fans dream, having covered World Series, Super Bowls, NBA Finals, 11 Master and US Open golf tournaments. Yet none of these have

compared to the thrill Kroichick found watching his son play for and have a lot of success for the Campolindo High School basketball and baseball teams.

"I've had a really fortunate career to cover these events and I don't think anything has been more exciting than watching Trevin," he said. "In fact, it's not even close. The most exhilarating feeling I've ever had in sports was seeing Trevin succeed in sports at Campo. When Trevin hit the winning free throws against Whitney in the state

tournament, the adrenaline rush was so much better than any sporting event I ever covered. It's not only that he had a good experience but that my wife and I were able to watch him and share it together."

Though his career at the Chronicle is far from complete, Kroichick can look back on his life and work so far with great affection: "I just feel grateful I've gotten to do what I love to do, and do it where I want to live."


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