

# Homeward bound and over the top

By SCOTT LAMBERT / Media coverage of Lebron James' decision to return to Cleveland was over the top, but that's what sports media do. Sports reporters have a difficult job. They are often dismissed by "real" reporters as the people over in the toy room, not really doing real journalism, just reporting about games people play. They work in a world where many of the fans, especially in today's world where press conferences are often available to fans via online stream, often have the same expertise as the reporters. Thus, sports journaists must always work hard to stay one step ahead of their audience.